BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

attention--

time buyers, account executives!

clip and keep this important list...

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

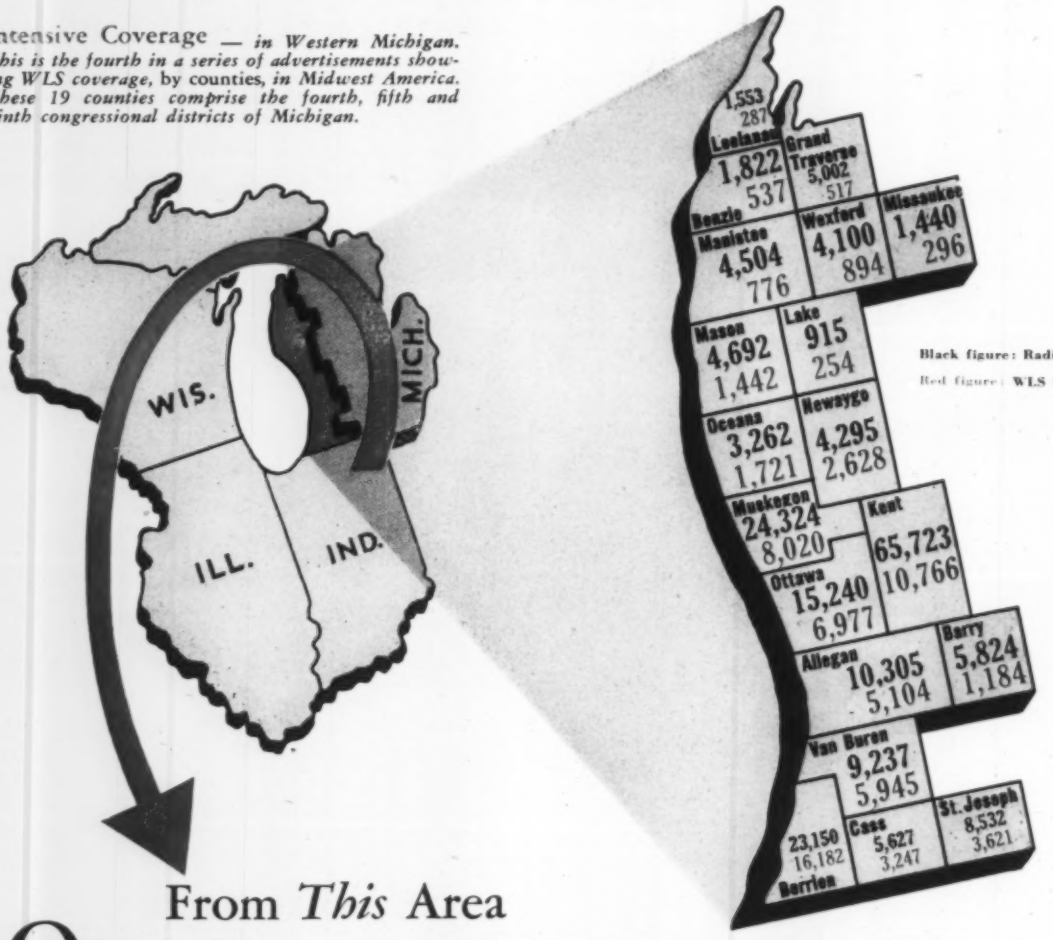
That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK, N. Y.
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

CLIP AND SAVE THIS LIST NOW!

that power-full station **wor** *at 1440 Broadway, in New York*

Intensive Coverage — *in Western Michigan. This is the fourth in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 19 counties comprise the fourth, fifth and ninth congressional districts of Michigan.*



From *This* Area

ONE Out of THREE Families Wrote Us!

FROM this area of Michigan, WLS last year received 70,398 letters. In the area there are 189,550 radio homes. Thus we received definite evidence of listening from 37% of the radio homes — better than one out of three! That's intensive coverage! The WLS Major Coverage Area, as proved by mail response, extends over an even larger area of Michigan and includes the majority of Illinois, Indiana and Wisconsin as well! This is Midwest America, where the thousands of radio families habitually tune to WLS. They listen and respond . . . with more than a million letters a year!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

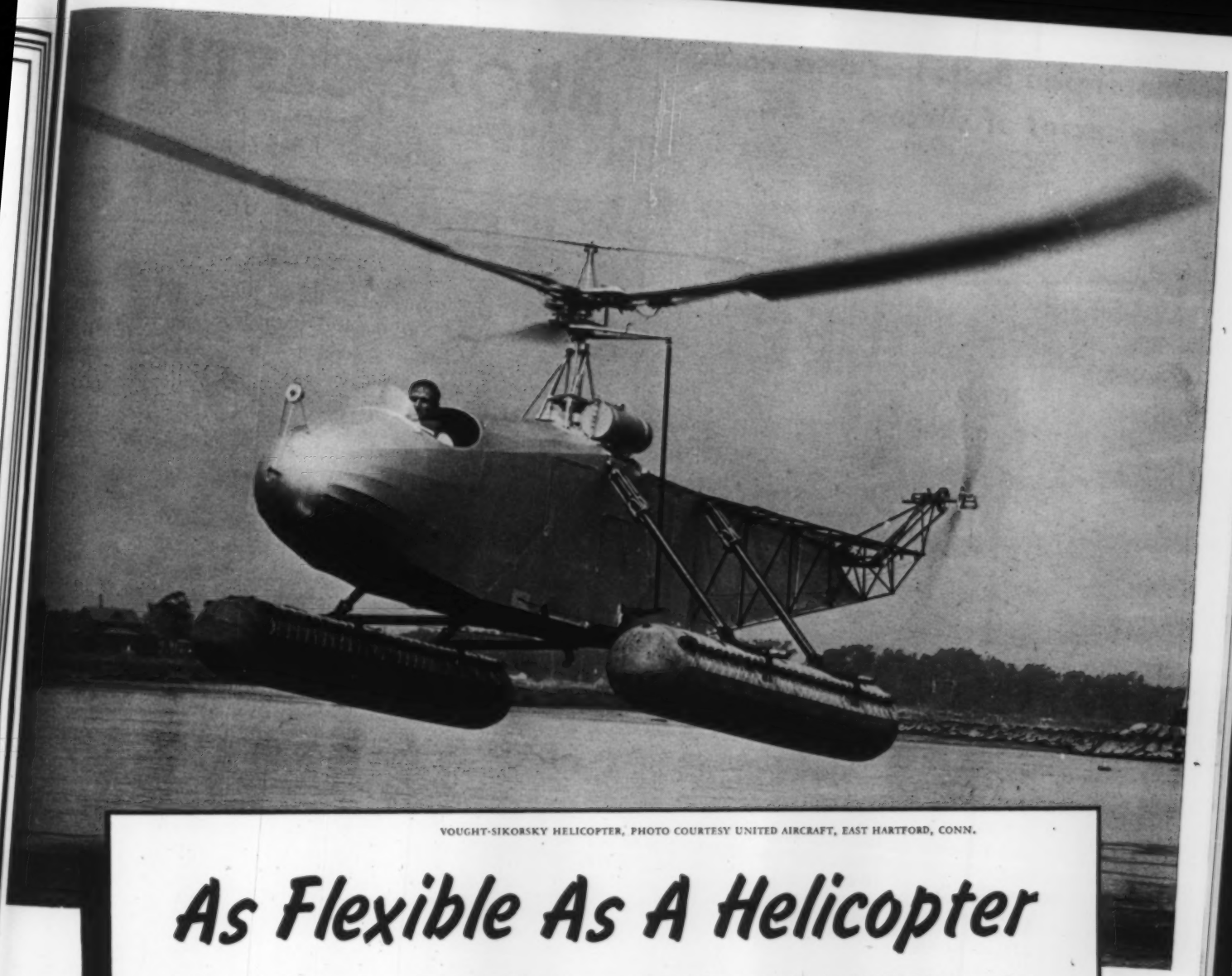
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

XUM



VOUGHT-SIKORSKY HELICOPTER, PHOTO COURTESY UNITED AIRCRAFT, EAST HARTFORD, CONN.

As Flexible As A Helicopter

This is a helicopter. It can fly in any direction, has wheels and pontoons, can land on your lawn or your favorite swimming hole. To say that an advertising medium is as flexible as a helicopter is indeed to pay it a compliment.

Yet radio is just that. You can buy spot announcements or programs. You can be on tomorrow, even tonight. You can address men, women and children . . . separately or simultaneously. You can pick your markets and concentrate your advertising where it pays most.

That, of course, is where WDRC comes into the picture. Hartford is second in income only to Washington, D. C. And WDRC is second to none in presenting your product to Hartford.

It's natural that each year more advertisers spend more of their appropriation 1) on radio, 2) in Hartford, and 3) on WDRC. Write Wm. Malo, Commercial Manager, for a schedule that will fit your needs.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

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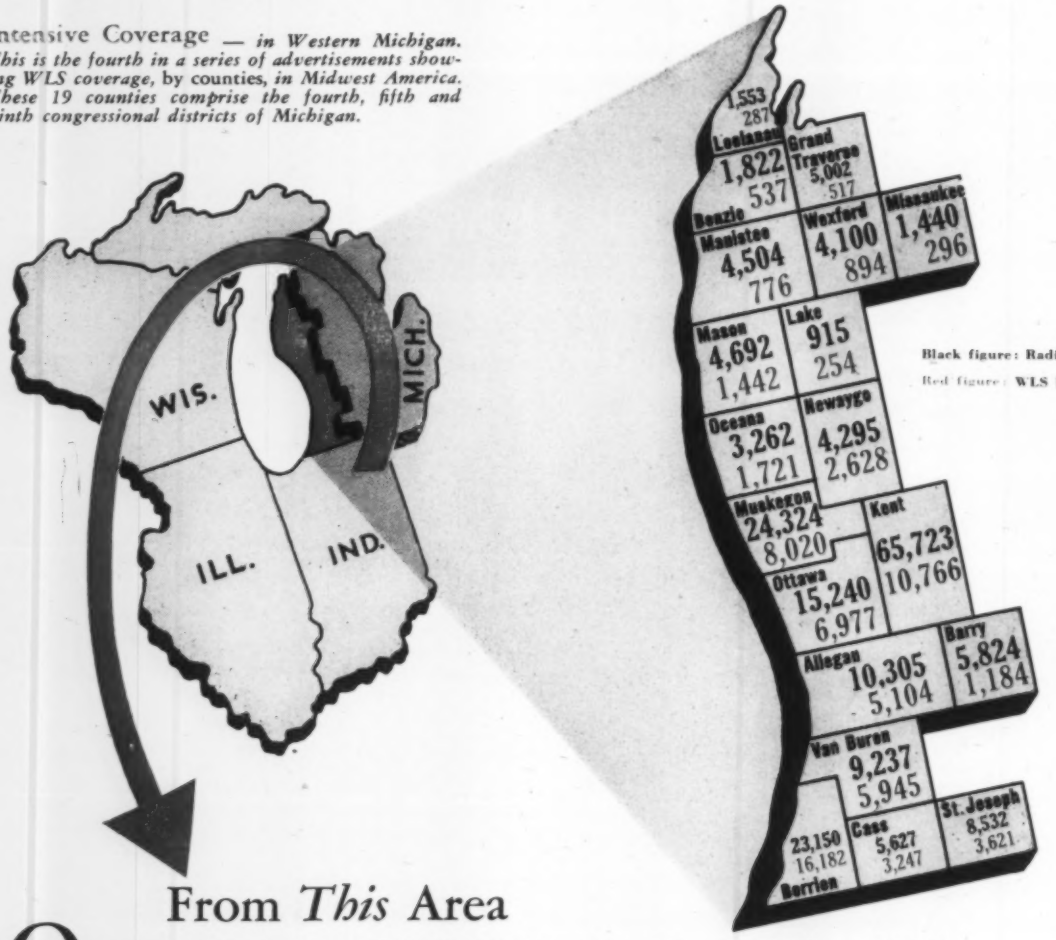

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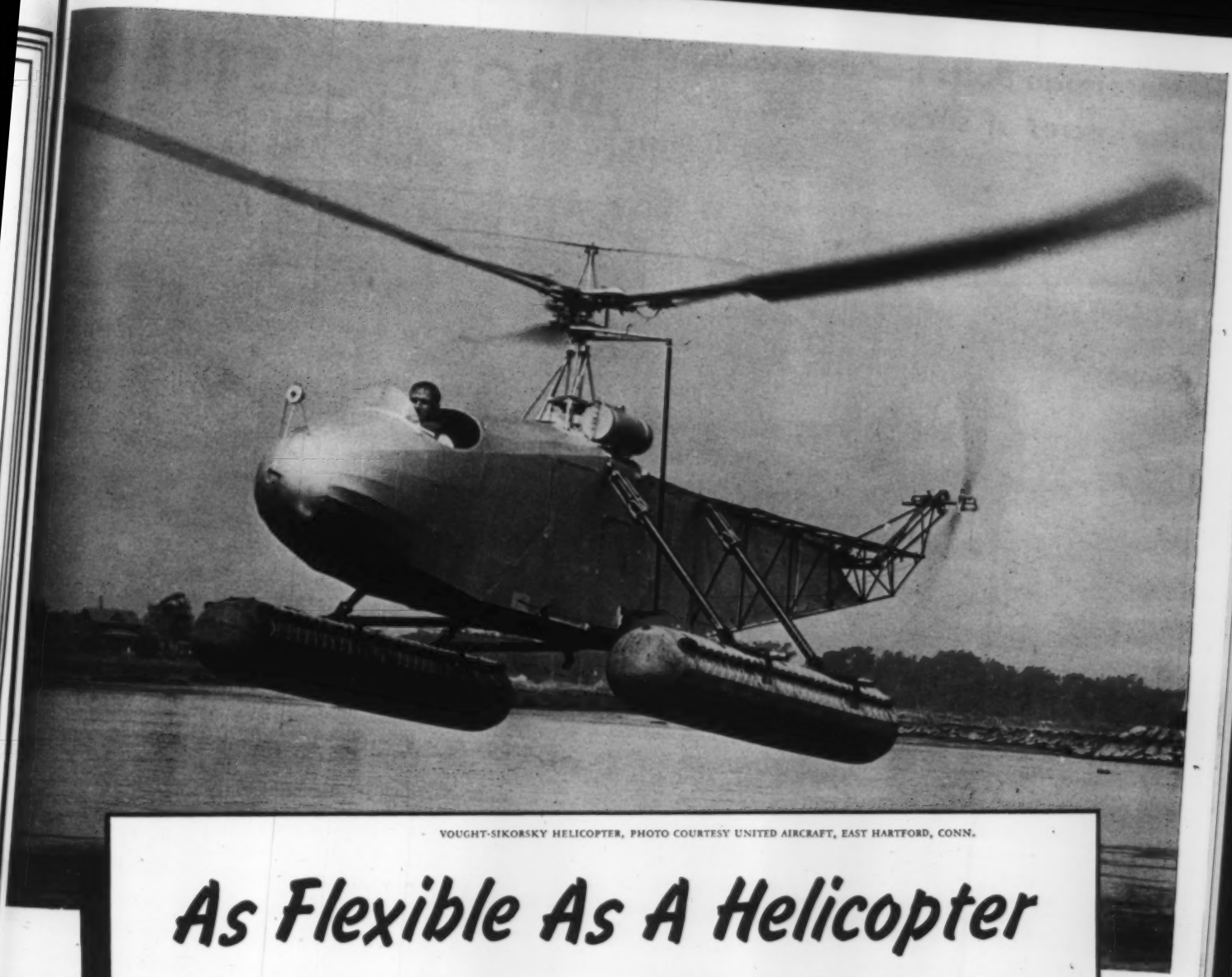

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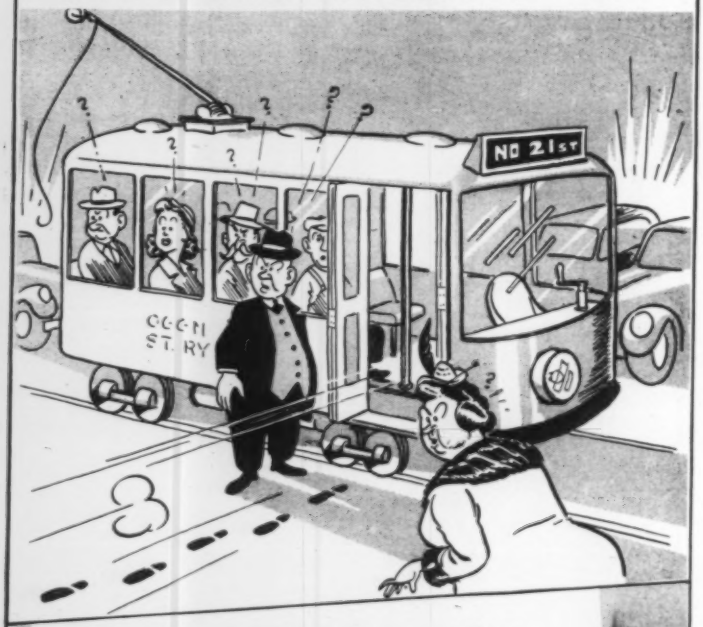

He's gone to buy up time on KFAB . . .

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the *cycle* of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station *you* need to do a *complete* selling job for your account.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 24 DECEMBER 14, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

WASHINGTON

WOL

NO. 1 CENTER OF WAR ACTIVITY
Metropolitan Area Population Now—
→ **1,151,000** ←
a 25% increase of 231,000 persons since 1940
Tell your message in America's key market at WOL's low rates. No rate increase since 1938

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

Independent
WORLD NEWS COVERAGE

● From its organization in 1907 the United Press has gathered worldwide news from its independent sources, from its own American trained correspondents. Likewise since this date it has distributed American news abroad in a constantly growing volume.

Such barriers as existed to free and independent news gathering and distribution throughout the world were leveled by the U.P. very shortly after its organization. The result was a revolution in world news-gathering and distributing methods.

Since 1907, the news of the North American continent has been distributed to newspapers in foreign countries via cable and wireless by the United Press.

The United Press began the sale of world news to the newspapers of Latin America in 1916, more than two years prior to any attempt by any other American news agency to operate in that field which theretofore had been monopolized by the Havas Agency.

United Press clients never have been dependent for their world news coverage on the propagandized and often nationally biased services furnished by Reuters (British), Havas (French), or Wolff (German).

NOW AS ALWAYS

The World's Best Coverage of the World's Biggest News

by UNITED PRESS

On WABC leading station in New York

KATE SMITH SOLD

Before sunrise on October 6th Kate Smith arrived at the studios of WABC, 485 Madison Avenue, Manhattan. At 6:00 A.M. she went on the air for 5 minutes urging people to buy War Bonds and to telephone or telegraph their orders to her personally.

During the rest of that day and night (until 2:00 A.M. the following morning) she was on the air 30 different times. Ted Collins alternated with her on the air with 31 eloquent appeals. And 22 times that day and night WABC's staff announcers made appeals.

Under Kate Smith's leadership, the coordination of her magnificent talents with the facilities of WABC, the New York Telephone Company and the Postal Telegraph Company, a day in radio, the like of which no man has ever heard, and a personal patriotic triumph the like of which no man or woman has ever matched, resulted in the sale at WABC of $572,000 in U.S. War Bonds. And during this day and night Kate Smith personally answered over 1900 telephone calls from purchasers—answered them graciously, unhurried, warm and friendly, as only Kate can be. The New York banks gallantly and eagerly added their sales of War Bonds for the day to swell this amazing total to $2,013,500.

Of the humble but efficient part which WABC played in this historic achievement, we are pardonably proud. We've never assisted in a more inspiring demonstration of the power of radio to reach the hearts and minds and pocketbooks of the world's greatest city.

WABC
NEW YORK

Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented nationally by Radio Sales with offices located in Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.

THIS IS THE POWER OF

...k on *WJSV leading station in Washington*

...3,000,000 IN WAR BONDS!

Three weeks after her New York success, Kate Smith stood before a WJSV microphone in Washington, D.C., at daybreak of October 29th. As the studio clock clicked to 6:05 A.M. she went on the air to speak for five minutes about the purchase of War Bonds. It was the first of 29 patriotic pleas Kate Smith made before one o'clock the next morning.

For nineteen tireless hours Kate "stood by" at microphone and telephone—making and taking orders for War Bonds—bringing to bear on this great cause all the deep sincerity of her nature, the persuasive power of her personality. At her side was Ted Collins, joining his efforts to Kate's with 23 air-appeals of his own.

Both Postal Telegraph and the Chesapeake & Potomac Telephone Company lent their facilities to the campaign. And as in New York the listening public responded magnificently—telephoning and wiring Kate Smith at WJSV until War Bond sales for the day soared to $511,650.

Washington's banks—sharing the warm enthusiasm of the public—donated their sale of Bonds to the Kate Smith campaign to bring the day's total to $1,016,750.

In this great tribute to a cause, Kate Smith stands supreme. WJSV feels privileged to have been the means of carrying Kate's voice to every corner of the nation's capital market.

WJSV
WASHINGTON

Owned and operated by CBS.
Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.

...LEADERSHIP IN RADIO.

What do YOU think of SONOVOX, Hitler?

Now the War of Nerves is backfiring!

On September 21, untold thousands of Germans and their conquered slaves heard the first of a new kind of radio propaganda program, sent as part of the dedicatory program of WGEO, General Electric's new 100,000-watt shortwave station beamed at Europe.

The program was a three-quarter-hour broadcast written by Ted Huston and produced under the direction of John Sheehan. In blood-curdling dramatic re-enactment it depicted the horrors of the German war machine in its ruthless march against civilization. Then it foretold the revenge of justice and the inevitable doom of Hitlerism. In a rising roar of wind and factory whistles and wheels of American production, the voice of fate spoke out—*in actual words*—to promise the death of the Nazi monster. . . .

We wish you could have heard it. Like us, you would have been shocked and thrilled and stirred. Like us you would have been deeply impressed with the capacity of Sonovox to create dramatic illusions—to help sell Freedom as easily as it helps sell any of the products listed at the right. . . .

How can *you* use Sonovox to increase the effectiveness of your radio efforts? Our top-flight Production Department would be glad to submit some ideas. Get them! No obligation, of course. Address:

SONOVOX CAMPAIGNS

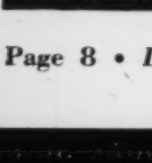
- Allied Mills, Inc. (*Wayne Feeds*)
- American Chicle Co. (*Black Jack Gum*)
- American Industries Salvage Committee (*Steel Scrap Drive*)
- Bismarck Hotel Co.
- Buick Motors Division of General Motors Sales Corp.
- Chicago, Milwaukee, St. Paul and Pacific R. R.
- Chick Bed Company (*Chick Bed Litter*)
- Emerson Drug Company (*Bromo Seltzer*)
- Christian Feigenspan Brewing Company (*Feigenspan and Dobler P. O. N. Beers and Ales*)
- Colgate-Palmolive Peet Company (*Vel, Palmolive*)
- Feltman-Curme Shoes
- Forum Cafeterias of America
- Grocery Store Products Sales Co., Inc. (*Fould's Macaroni Products*)
- Christian Hansen Laboratory, Inc. (*Junket Quick Fudge Mix*)
- Lever Brothers Co. (*Lifebuoy Soap*)
- Naval Aviation Selection Board
- Navy Seabees (*U. S. Navy, Construction Battalions*)
- Pan American Coffee Bureau
- Purity Bakeries Corp. (*Taystee Bread, Grennan Cakes*)
- Alvino Rey and his Orchestra (*in all broadcasts*)
- Shell Oil Company
- U. S. Treasury Dept.
- Velie-Ryan, Inc. (*Nesbitt's California Orange Drink*)

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



CHICAGO: 180 N. Michigan, Franklin 6375 · NEW YORK: 247 Park Ave., Plaza 5-4131 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 24 WASHINGTON, D. C., DECEMBER 14, 1942 $5.00 A YEAR—15c A COPY

Tax Relief Available on Excess Profits

Treasury to Rule On Individual Petitions

RELIEF from the 90% tax on excess profits may be procurable by many broadcasters under Section 222 of the Revenue Act of 1942, officials of the Bureau of Internal Revenue told BROADCASTING last week. Each appeal for relief, however, must be decided separately and no provision of the Act will provide general benefit for the industry.

The new Section 222 amends and liberalizes reductions permitted last year under Section 722, extending permission for corporations to compute their tax on the net income for an average base period instead of on capital investment.

Types of Adjustments

Industry observers have pointed out that, as a service industry, broadcasting has a relatively light capital investment and that without benefit of the average income tax base, the taxable excess profits would be much higher.

The 1942 tax law virtually permits all corporations to use average income over a period of years as the basis of excess profits calculations. Section 222 provides a number of instances in which the "average income" may be modified to reduce the tax in case the sample years 1936-39 do not fairly represent "average years" of the firm's operations.

Some of the instances where broadcasters may expect adjustments are:

1. Where production of service was interrupted in the period 1936-39 by fire, strikes and other events, and where earnings have therefore suffered. Such a year, the Internal Revenue people say, is not representative of the earnings of the corporation.

2. Where one or more of the base years was particularly unprofitable because of unusual economic conditions. This has been interpreted by the Bureau of Internal Revenue to include unfavorable local business conditions or other individual economic reverses.

3. Where a broadcaster has suffered from economic reverses common to the entire industry, if figures proving such a reverse can be demonstrated for one of the base years.

4. Where the taxpayer either during or immediately prior to the base period 1936-39 has commenced business, or changed the character of his business. The law states that if the earning level, by the end of the base period had not reached an amount it would have attained if the change had been made two years previous to the date it was actually made, relief may be had. "Change" here will be interpreted as a change in the operation or management; a difference in the product or services offered; a difference in capacity for production or operation; a difference in the ratio of non-borrowed capital to total capital.

5. Any other factor which might reasonably be considered as resulting in an inadequate standard of normal earnings.

These five opportunities for adjustments, the Bureau of Internal Revenue explained, can legitimately be interpreted to allow major relief for stations that have increased their facilities, or improved their network affiliations in recent years. Such adjustments may easily be interpreted to mean "changing the character of the business" under (4) above. The same provision will be of considerable aid to operators who have taken over their property since 1936, and who suffered depressed earnings in the base year period.

Average Net Income

Importance of the provision was made clear by broadcasting service income figures supplied by the FCC since 1938. The average net income of 50,000-watt clear-channel stations has jumped from $302,400 in 1938 to $370,477 in 1941, according to the FCC figures. Under the tax law, the stations conceivably could be taxed the maximum 90% of most of the $68,000 increase. However, the FCC figures show that there were 31 50,000-watt clear-channel stations in 1938, and 42 in 1942. At least 11 of these stations, those that obtained increased power, will be able to get adjustments in their tax base under the section, the Bureau of Internal Revenue demonstrated.

BROADCASTING's informant at Internal Revenue pointed out that stations seeking relief because of local difficulties might find it valuable to provide figures proving that their earnings for a particular base year were below the general trend for the industry. Sample earning figures for average fulltime radio stations in recent years, computed by BROADCASTING from FCC reports on industry income, follow:

	1938	1939	1940	1941
50 kw. Clear	$302,400	$284,094	$299,096	$370,477
5-25 kw. Clear	55,765	40,834	53,460	28,887
Regional	43,275	32,222	48,367	56,397
Local	8,127	4,327	7,327	7,394

The value of such figures is accentuated by a notation in the Internal Revenue instruction book noting that a taxpayer should be prepared with figures of this nature when seeking to prove that his earnings during the base years were abnormally low. He should

(Continued on page 54)

Expense in Sale of War Bonds Is Deductible, Treasury Rules

But 5% Net Income Deduction for Time Donated To Federal Programs Is Deemed Unlikely

WHILE THE Treasury has not yet formally decided whether broadcast stations will be permitted to make a 5% net income deduction on tax returns for time donated to Government programs, it was indicated in a ruling of the Bureau of Internal Revenue covering time donated for War Bond sales that such special credits probably will not be allowed.

Guy T. Helvering, Commissioner of Internal Revenue, last Wednesday notified the NAB that expenses incurred in connection with sales of War Bonds are "deductible as ordinary and necessary business expenses". He said the same reasoning had been applied in the case of newspapers.

'Ordinary, Necessary'

Mr. Helvering's letter was in response to questions propounded by Russell P. Place, NAB counsel, last July, having to do with War Bond sales. The direct question of tax deductions for all types of Government campaigns and programs was not covered, though observers felt Commissioner Helvering's conclusion in the War Bond case probably would apply to the broader question.

The test of whether expenditures are deductible from gross income is whether they are ordinary and necessary costs directly connected with or pertaining to the taxpayer's trade or business, Commissioner Helvering wrote apropos the bond sale question.

By broadcasting information as to the necessity of buying War Bonds, he added, stations are carrying on "one of the functions for which they are organized and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses on the basis of the reasoning applied in the case of newspapers".

At the Treasury it was reported that the matter of total deductions for Government programs was still under consideration. This will involve an interpretation of an amendment to the 1942 tax law allowing a maximum of 5% of the taxpayer's net income to be deducted where contributions or gifts to Federal and State governments are involved. If it is concluded that the donations of time by stations constitute contributions, stations will be permitted to deduct the 5% item.

Letter a Precedent

Although there was no formal statement from Internal Revenue, it was indicated that the NAB let-

(Continued on page 47)

Federal Probes Cover Locals' Income

Plight of Independents Concerns Several Branches

DISTURBED over reports that a number of independent locals, notably those in the Rocky Mountain area and in the South, may be forced to suspend operations because of depleted income, several Government agencies are undertaking studies to ascertain the status of these stations, their need in the war effort and methods of coming to their aid.

Gardner Cowles Jr., assistant director of the Office of War Information in charge of domestic operations, said last Wednesday the Government is preparing to investigate the plight of the smaller non-network stations which have been hard-pressed since the war's outbreak.

His comment came after FCC Chairman James Lawrence Fly had stated last Monday he believed "some way ought to be worked out to enable non-network stations to remain on the air and perform" a necessary service to the people and the Government.

Mountain Area Hit

While Mr. Cowles did not indicate what OWI planned to do about relieving the stations of their difficulties after the study, to be undertaken promptly, Chairman Fly said there were several possibilities including loan, payment for programs by the Government, and some measure of relief through tax measures [see editorial, BROADCASTING, Dec. 7 and this issue].

Mr. Cowles, president of the Cowles stations in Iowa, editor-in-chief of the *Des Moines Register-Tribune* and publisher of *Look*, said the preliminary reports indicated that the stations most seriously affected are in the Rocky Mountain area. He added, however, that the study would not be confined to that section of the country.

"I don't know how serious the situation is, nor how widespread," he declared. "We are on the verge of making a fact-finding investigation to find out which stations are suffering and whether it is national, regional, or local advertising that has suffered."

Reports have been current that a substantial number of stations may be forced to give up the ghost by next March if some relief is not afforded them. There has been some talk of expanding network operations to supply such stations with program service. It was pointed out, however, that while network service might attract additional business, it could not be ascertained whether this would be enough to offset the red ink.

Queried directly whether he meant Government payment for use of time, Mr. Fly answered affirmatively at his Monday press conference. Then after considering the possibility of loans momentarily he opposed that possibility, saying that he was "reluctant to see the Government get any sort of stake in private broadcasting". In fact he said he preferred to see the problem handled otherwise, but felt that the problem must receive serious consideration promptly.

Staying on the Air

Mr. Fly said he didn't think it was a question of whether the FCC was going to keep stations on the air but rather one of how such stations could be kept on the air. In defining smaller stations, Chairman Fly said he had particular reference to those situated in small cities reliant upon local radio business, which is drying up as a result of the reduced civilian economy.

Furthermore, he observed that such stations seldom share in the institutional advertising now prevalent among national advertisers currently involved in war production, since this type of advertising is predominantly placed with the networks.

To illustrate the importance of the smaller stations. Chairman Fly said that some of these stations are the only mediums available to Government in reaching the people in scattered rural communities. Conversely, he said that the people in such communities have come to be "mightily dependent" upon those stations to stay on the air, performing a necessary service to the people and the Government alike.

It was suggested that the Bureau of Internal Revenue was considering a plan to allow deductions for time given to the Government. Chairman Fly pointed out this was a matter for the Bureau of Internal Revenue, but he commented that such a move would not likely provide adequate relief for the smaller stations which are not presently making money.

Chairman Fly explained that stations are gathered in clusters around the larger cities owing to economic factors, whereas public need is not an important determinant in the situations of stations. Consequently he said there was no way of shifting stations around because the economics of the station's location insure a station's profitable operation. He could see no value in closing down stations in larger cities except for the manpower which would result from such a closure.

He admitted he had no idea of how programs could be paid for, but recognized the urgent need. He said he would not limit consideration of payment to the smaller stations, but emphasized that isolated communities with only one station need relief promptly to serve the needs of the Government and their listeners.

'17 Buyers for Blue'--Kobak; Network, Petrillo Hold Talks

THERE are 17 prospective buyers of the BLUE Network Co.—all equally as big as RCA.

The BLUE is progressing in its talks with Petrillo, while the industry as a whole is fighting him.

Plans for the rebroadcast via transcription of many of the network top productions during the daylight hours to compete with the "soap operas" are being formulated by the BLUE.

These and other revelations came from Edgar Kobak, executive vice-president of the BLUE, in a stopover in San Francisco during a business swing around the country. He was guest of honor and principal speaker at a luncheon Dec. 4 attended by approximately 100 leading business executives, advertisers and advertising agency officials at the St. Francis Hotel.

Commenting on the satisfactory talks with Petrillo, Mr. Kobak said the industry was fighting the music czar, but not the BLUE. It chose to meet him on his own ground and thrash out their differences in person, he said. "You can't smear a labor leader and win your case," he explained.

Mr. Kobak told of some of the innovations introduced by the BLUE and of its steady increase in commercial sponsorship. Wartime advertising, he maintained, is picking up in all media. True, some advertisers are dropping out but others quickly take their places. The group buying more advertising comprises the manufacturers whose plants have been converted to war industries but want to keep the public mindful of their products, he said. Among those attending were Don E. Gilman, BLUE vice-president in charge of the western division, and William Ryan, BLUE manager in San Francisco.

WTAG Names Raymer

APPOINTMENT of the Paul H. Raymer Co., exclusive station representative, as national sales representative of WTAG, Worcester, effective Dec. 14, was announced last week by E. E. Hill, WTAG managing director. Raymer replaces Edward Petry & Co., which has shifted from WTAG to WAAB, Yankee Network outlet removed this month from Boston to Worcester. WTAG now is an NBC outlet, but shifts to CBS next April. WAAB is an MBS outlet. The Petry Co. represents all four of the Shepard-operated stations.

WAAB ON THE AIR FROM WORCESTER

WAAB, former Boston station, went on the air officially from Worcester, Sunday, Dec. 13, at 8 a.m., operating on 1440 kc., 5,000 watts day and night. WAAB will carry, in addition to Mutual programs, broadcasts originating at WNAC, Boston, key station of the Yankee network. Studios are located in the Barnard Dept. Store building, Worcester, the transmitter at Holden.

Supervisor and sales manager is Mrs. Dorothy Robinson, former producer of radio plays and later commercial manager of WTAG, Worcester. Edward Crockett and Margaret Schaeffer will assist Mrs. Robinson in the business department.

New Quarters for NAB Will Be Opened Dec. 21

NEW HEADQUARTERS of the NAB, a few blocks away from the existing offices, will be open for business Monday, Dec. 21, according to C. E. Arney Jr., assistant to President Neville Miller. Final arrangements for the removal were completed last week with the approval by the District of Columbia Zoning Commission of use of the building for "educational purposes".

NAB, along with other occupants of the Normandy Bldg. at 1626 K St., NW, was forced to vacate when the Government took over the entire building for use by the Rubber Conservation Board. The new quarters, at 1760 N St., NW, were purchased by NAB for $31,000 (see cut in Nov. 30 issue). Mr. Arney said the moving would take place the weekend of Dec. 19. The telephone number—NAtional 2080—remains the same.

Lt. Chandler Prisoner, Not Killed, Kin States

LT. BARRON CHANDLER, USNR, reported several weeks ago as killed in action in the South Pacific, is believed to be a Japanese prisoner, taken when Corregidor fell last May, according to his brother-in-law, Paul M. Lion, chief of radio operations of the FCC's Common Carrier Division.

Mr. Lion, himself a retired Naval officer, asserted that last available information from the Navy indicated that Lt. Chandler had been wounded while commanding a motor torpedo boat in the South Pacific and had been taken to Corregidor. He suffered machine gun wounds in both ankles. Just two days before Corregidor fell, Lt. Chandler was reported as convalescing at that fort. Consequently, he said, it is presumed that he is a prisoner. The official records now show him to be "missing in action".

Corning Glass Spots

CORNING GLASS WORKS, Corning, N. Y., started Dec. 13 a 12-day campaign in behalf of its Christmas tree ornaments, using transcribed announcements on a nationwide basis. Agency is BBDO, New York.

A JOB TO DO

AND WE'RE DOING IT!

WSIX has a job to do for its advertisers—*delivering coverage of the rich Nashville market.* That's a complex job, but we're doing it!

Our station strategy includes heavy use of news, sports and music to draw the listeners, with ample power (5,000 watts day and night) to reach them.

Wire for full information on the Nashville market and station coverage

Blue STATION

SPOT SALES, INC.
National Representatives
New York Chicago San Francisco

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Philadelphia Tests Coordinated Plan For Federal Plugs

OWI Scheduling Is Said to Ease Broadcast Problem

PHILADELPHIA stations are being used as a "guinea pig" by the Office of War Information to test the new coordinated plan of broadcasting all Government war agency announcements which will be adopted on a nationwide scale shortly after the first of the year. The plan, it was announced, has been in operation in Philadelphia since Dec. 1.

The nine network and independent stations in the city have been used as a testing field while 11 other OWI regions throughout the country were being organized for nationwide adoption of the system. The ultimate aim is to have all broadcasting stations in the country schedule 12 to 16 one-minute periods daily of war agency announcements prepared by the national and regional office of OWI.

Station executives in Philadelphia say the new system simplifies war message broadcasts and makes more effective scheduling possible. Dissemination of important war agency pronouncements covering a variety of subjects from rationing to manpower problems is said to be facilitated. OWI officials pointed out that the new plan is entirely voluntary and was worked out by the radio industry to avoid confusion and to assure broadcast of vital messages from the welter of information which various Governmental agencies clamor to get on the air. There is no suggestion of censorship, station operators being free to use the announcements at their convenience, it is stated.

Improved Scheduling

Dr. Leon Levy, consultant for the Philadelphia region for the OWI and president of WCAU, Philadelphia, said the experiment in the Philadelphia area has been so successful that it will be extended to all stations in Pennsylvania, Maryland and Delaware on Dec. 21. Results of the wider regional experience then will be worked out in the national plan.

All Government announcements are handled through national and regional OWI offices. Strictly national announcements are covered in weekly recordings sent from Washington, but to allow for presentation of local or regoinal problems, the national announcements are limited to 75% of the total. The one-minute messages vary from 16 per day for independent stations to 12 per day for network or affiliated stations. Thus, if an independent station uses 12 announcements from Washington, it will also schedule four of the regional announcements. The latter are prepared in typescript by the regional OWI office. Typescripts of the recordings are also furnished to permit a station to make "live" announcements.

The announcements are limited to Government information, including that emanating from the Army, Navy and Marine Corps, and are in addition to strictly local campaigns such as charity drives, meat conservation, transportation, and similar activities.

Appeals From Monopoly Rules Filed With the Supreme Court

NBC, CBS Claim Net Rules Unconstitutional and Destructive; Justice Dept. Suit Deferred

THE LAST and most important lap in the life-and-death battle of NBC and CBS against the FCC chain-monopoly regulations was entered last Thursday with filing of automatic appeals from the adverse decision of the statutory three-judge court in New York in the Supreme Court of the United States. In separate pleadings CBS and NBC asked the Supreme Court, which once before had reversed the lower court on the question of jurisdiction, to nullify the regulations as unconstitutional, improper and destructive of their operations.

The statutory three-judge court, in its actions last month, upheld the Commission's contentions of jurisdiction but enjoined the agency from enforcing its rules until there had been adjudication of the issues in the highest tribunal.

Regulations Held Up

The appeals are automatic under the Urgent Deficiencies Act, which provides for direct appeal to the Supreme Court from judgments or decrees of three-judge courts. Argument is expected during the current term. The New York tribunal issued an order restraining the FCC from enforcing its regulations until Feb. 1, or the argument of the appeal before the Supreme Court, whichever is earlier.

The NBC appeal was filed by John T. Cahill, its chief counsel, joined by David M. Wood, solicitor for WOW, Omaha, which participated in the original action as an NBC outlet; and Thomas H. Middleton, attorney for WHAM, Rochester, which participated as a BLUE Network outlet prior to the separation of the RCA-owned companies. The CBS appeal bore the signatures of Charles Evans Hughes Jr., who handled arguments in the lower courts, and former Judge John J. Burns, CBS general counsel.

In the light of the Supreme Court appeals, Federal Judge John P. Barnes, of the Chicago Federal District Court, last Tuesday authorized postponement until April 12 of the Government's anti-trust suit against RCA-NBC and CBS, after the parties had joined in the plea. The case had been set for trial Dec. 11.

The MBS $10,000,000 triple-damage suit against RCA-NBC, set for trial on the same date, also was granted a 120-day postponement. The issues in the anti-trust suit largely parallel those involved in the pleadings before the Supreme Court. In granting the extension, Judge Barnes indicated it was unlikely that the radio litigation would come to trial April 12 in view of the pendency of a multi-million-dollar patent suit before his court.

The CBS Supreme Court appeal was broader than that entered by NBC, as had been the case in the court below. CBS counsel contended that because affiliated stations fear the loss of their licenses as a result of the eight punitive regulations, they will not negotiate for or enter into or renew affiliation contracts, and have threatened to cancel and repudiate them. Many stations, it was claimed, have notified the network that because of the regulations they will not be bound by their contracts after the regulations become effective.

Holding that the regulations impair seriously the ability of CBS to compete for national advertising and to maintain its identity and goodwill, CBS argued they will make the operation of the network burdensome and more costly, reduce earnings and compel a change in the fundamental character of its business and render its property less valuable.

An overall attack upon the FFC's authority to promulgate the regulations was made. The order was branded illegal and void, and beyond the statutory authority of the Commission as well as Constitutional guarantees. The court was asked to set aside, annul and permanently enjoin the regulations.

The rules were further branded as arbitrary and capricious in that they "bear no reasonable and rational relationship" to the statutory standard of "public interest, convenience and necessity".

In stating its grounds for appeal, NBC, joined by WOW and WHAM, held that the FCC order is repugnant to the terms of the Communications Act and of the first amendment to the Constitution. The order was labelled an attempt by the FCC to regulate network broadcasting under the anti-trust laws, in violation of the intent of the Act and in derogation of the power of the Dept. of Justice and the Federal Courts.

It was held, moreover, that the action of the three-judge court in dismissing the appeals was not in accordance with the principles covering judicial review.

Dept. of Justice Will Appeal AFM Case to Supreme Court

AFM CZAR James C. Petrillo must face further legal proceedings, as well as a legislative inquiry, because of his arbitrary bans against public music performance. The Dept. of Justice last week procured authority to appeal direct to the Supreme Court its anti-trust case against AFM, which on Oct. 12 had been dismissed by the Chicago Federal District Court.

Authority to take the suit to the highest tribunal, under the Expediting Act, was granted last Thursday to Assistant Attorney General Thurman Arnold by Federal District Judge John P. Barnes in Chicago. The request came after Attorney General Francis Biddle and Solicitor General Charles Fahy had authorized the action.

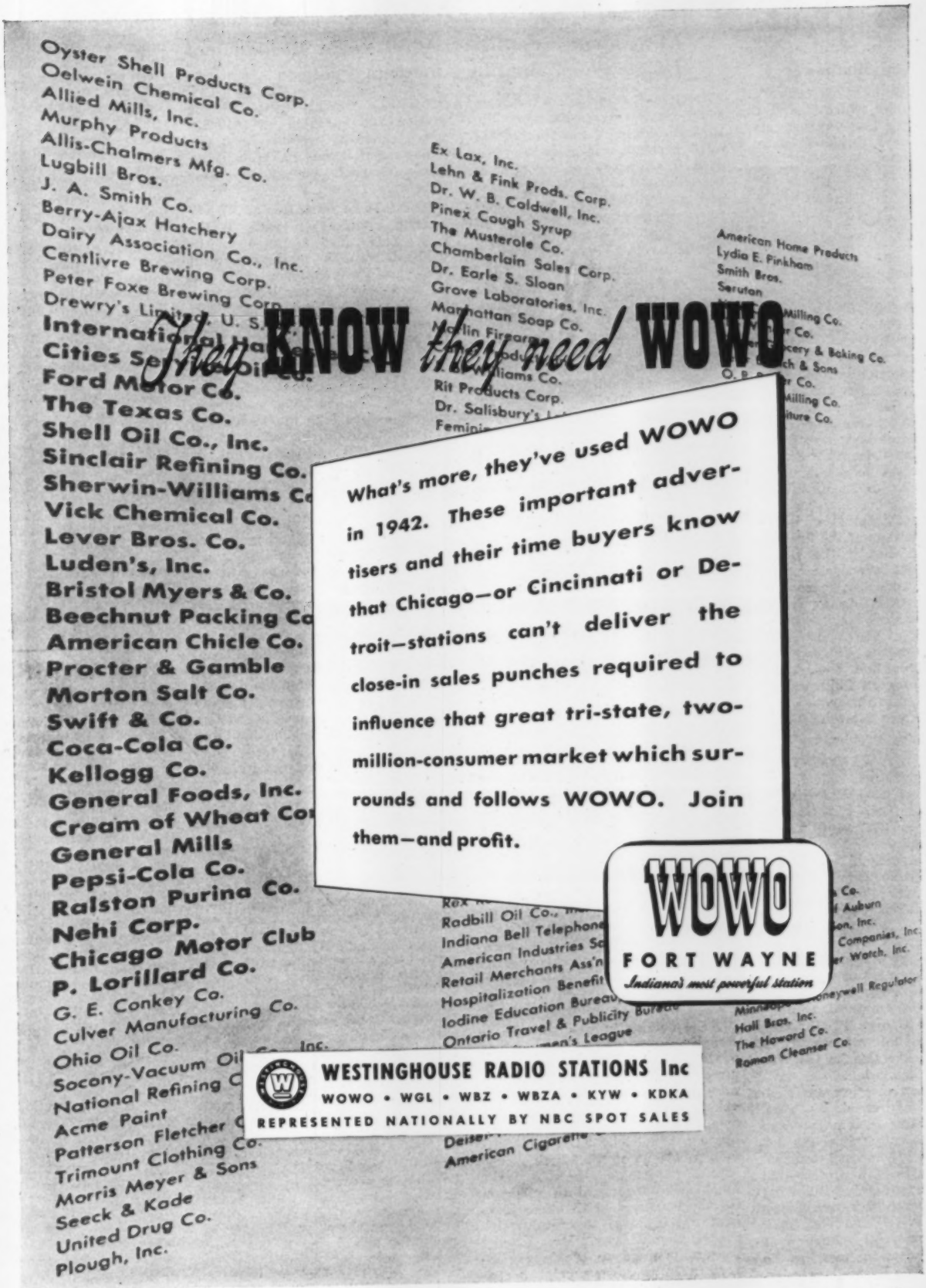
In requesting leave to appeal from the Chicago court's decision, U. S. Attorney Albert Woll, in Chicago, told the court that the case raised issues of "great public importance since it involves a program of action by the union, which if permitted to continue, ultimately will deprive the public of the means of recreation hitherto available at small cost and will deprive the nation in wartime of important radio communications."

In dismissing the Government suit Oct. 12 without a written opinion, Judge Barnes concluded that the case was essentially a "labor dispute" and that the proceeding was brought under the wrong statute. Assistant Attorney General Arnold, who had argued the case personally, immediately announced his intention of seeking Supreme Court review.

The Government has 40 days in which to perfect its appeal, which is taken as a matter of right under the expediting statute. It was indicated that because of the urgency of the case, particularly in connection with the ban on phonograph and transcription recordings, in force since Aug. 1, that the appeals would be perfected within a couple of weeks.

Mr. Petrillo is scheduled to appear Jan. 12 before the Senate Subcommittee headed by Sen. D. Worth Clark (D-Idaho) which will conduct a far-reaching inquiry into the entire music situation. He will be the first witness.

Herbert M. Bingham, Washington attorney retained by the five-man subcommittee for the inquiry, is developing the committee's agenda. The inquiry is pursuant to the Clark resolution (SRes-286) which contemplates remedial legislation. Introduction of the measure was prompted by the Petrillo onslaughts not only involving the recording issue but banning non-professional orchestra performances and the "made work" issue.


Oyster Shell Products Corp.
Oelwein Chemical Co.
Allied Mills, Inc.
Murphy Products
Allis-Chalmers Mfg. Co.
Lugbill Bros.
J. A. Smith Co.
Berry-Ajax Hatchery
Dairy Association Co., Inc.
Centlivre Brewing Corp.
Peter Foxe Brewing Corp.
Drewry's Limited U. S. A.
International Ha
Cities Se
Ford Motor Co.
The Texas Co.
Shell Oil Co., Inc.
Sinclair Refining Co.
Sherwin-Williams Co
Vick Chemical Co.
Lever Bros. Co.
Luden's, Inc.
Bristol Myers & Co.
Beechnut Packing Co
American Chicle Co.
Procter & Gamble
Morton Salt Co.
Swift & Co.
Coca-Cola Co.
Kellogg Co.
General Foods, Inc.
Cream of Wheat Co
General Mills
Pepsi-Cola Co.
Ralston Purina Co.
Nehi Corp.
Chicago Motor Club
P. Lorillard Co.
G. E. Conkey Co.
Culver Manufacturing Co.
Ohio Oil Co.
Socony-Vacuum Oil Co. Inc.
National Refining C
Acme Paint
Patterson Fletcher C
Trimount Clothing Co.
Morris Meyer & Sons
Seeck & Kade
United Drug Co.
Plough, Inc.
Ex Lax, Inc.
Lehn & Fink Prods. Corp.
Dr. W. B. Caldwell, Inc.
Pinex Cough Syrup
The Musterole Co.
Chamberlain Sales Corp.
Dr. Earle S. Sloan
Grove Laboratories, Inc.
Manhattan Soap Co.
Rit Products Corp.
Dr. Salisbury's
Femini
Radbill Oil Co.,
Indiana Bell Telephone
American Industries Sa
Retail Merchants Ass'n
Hospitalization Benefit
Iodine Education Bureau
Ontario Travel & Publicity Bureau
men's League
American Cigarette
American Home Products
Lydia E. Pinkham
Smith Bros.
Seruton
Milling Co.
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ture Co.
Co.
Auburn
on, Inc.
Companies, Inc.
Watch, Inc.
Honeywell Regulator
Hall Bros. Inc.
The Howard Co.
Roman Cleanser Co.
They KNOW they need WOWO
What's more, they've used WOWO in 1942. These important advertisers and their time buyers know that Chicago—or Cincinnati or Detroit—stations can't deliver the close-in sales punches required to influence that great tri-state, two-million-consumer market which surrounds and follows WOWO. Join them—and profit.
WOWO
FORT WAYNE
Indiana's most powerful station
WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Morency Renamed As NAB Director Of First District

Boston Session Studies War Operation and Manpower

WINDING up the 1942 series of district meetings which began in mid-October, the first district, comprising the New England States, meeting in Boston Wednesday and Thursday, re-elected Paul W. Morency, WTIC, Hartford, as director for another two-year term. The new term will begin at the end of the NAB Convention to be held next spring.

Mr. Morency

A veteran member of the board and several times an officer, Mr. Morency was field director of the NAB early in its organization in the '20s. He has been one of the most active members of the trade group and served on its executive committee prior to its dissolution two years ago.

The largest registration in the history of meetings of the first district was enrolled at the Boston session, with 92 broadcasters, Government and industry representatives present. C. E. Arney Jr., assistant to President Neville Miller, outlined work of the NAB in Mr. Miller's absence the first day. The NAB president had been called back to Washington following the meeting earlier in the week of the second district in New York.

Industry Problems

Following the pattern of the earlier sessions, broadcasters were told of the problems of the war that affect the industry by spokesmen for Government agencies. Among those who addressed the sessions were Carl Haverlin, headquarters consultant, Radio Branch, OWI; Eugene Carr, Office of Censorship; Capt. Jack Harris, Radio Branch, Army; Lt. Com. L. R. Collier, chief, radio section, Navy Public Relations Office; Capt. William H. Price, district public relations office, Marine Corps; James Donovan, regional director, Office of Civilian Defense; and George E. Shrigley, assistant regional representative, USES, who spoke also for the War Manpower Commission.

The luncheon meeting on Wednesday was addressed by Neal O'Hara, Boston columnist and humorist, who entertained the delegates with off-the-record observations on the life of a professional humorist. Immediately following the luncheon on the first day, Lewis H. Avery of NAB, and Walter C. Johnson, commercial manager of WTIC, outlined to the meeting the retail promotion committee plan, which was enthusiastically received.

On the second day, a morning

(Continued on page 52)

Shifting of XEAW to 1570 kc. Eases Mexican Border Problem

XEG, Monterrey, Given 1050 kc in Realignment Of Stations Following American Protests

TANGIBLE evidence of the desire of Mexico's Communications Ministry to eliminate the "border station" problem was seen last week with reassignment of the 1050 kc. I-A channel to XEG, Monterrey, and forced removal of XEAW, Reynosa, operated by Carr Collins, to its regularly assigned though less desirable 1570 kc. channel.

For several weeks Mr. Collins, head of Crazy Waters Crystal Co., Mineral Wells, Tex., had sought desperately to cling to the more desirable frequency at Reynosa, to serve American rather than Mexican, listeners. The State Dept., however, through the American Embassy in Mexico City, had objected to the assignment because it was at variance with the Havana Treaty and more particularly the subsequent bilateral agreement governing use and location of stations.

License Revocation

Gen. Maximino Avila Camacho, Minister of Communications & Transportation and brother of Mexico's president, last week settled the issue by authorizing use of the contested 1050 kc. channel in Monterrey by XEG. The frequency originally had been assigned to that station for operation by a Mexican company having American connections. In latter October, however, the XEG license was revoked and the station went off the air.

XEAW procured a "temporary assignment" on the frequency at Reynosa. This was cancelled Dec. 5, however, and XEG returned to the air with authorized power of 150,000 watts but operating output of approximately 50,000 watts.

XEAW, it is reported, resumed operation with its main transmitter on 1570 kc. Complaints, however, were made to the U. S. Government and to Mexico, because of reported harmonic interference with Canadian aviation communications and with other operations.

XEG originally was licensed to Rodolfo Junco de la Vega, editor of the Monterrey *El Sol*. Because of purported Fascist tendencies, however, his authorization was revoked in October. The American company participating in the operation, headed by James A. Savage, president of the North American Adv. Agency, San Antonio, immediately proposed to reorganize the company, with other Mexican participants, to comply with the Mexican laws. Mr. Savage represents a group of Kansas investors in the commercial operation of XEG.

During the reorganization period, Mr. Collins succeeded in getting the temporary assignment for XEAW on 1050 kc. Previously, the station had operated on 1010 kc. but because of protests from our Government it was forced to relinquish that frequency in early October.

The 1050-kc. operation of XEAW caused interference with WHN, New York, also assigned to the channel. But the basic complaint was that the frequency could not be used closer to the border than the Monterrey location. On this basis Gen. Avila Camacho ordered the reassignment of XEG.

Other Protests

Mr. Collins, accompanied by his attorney, Thomas Love, spent considerable time both in Washington and in Mexico in his effort to retain the 1050 kc. assignment. It was understood that at one stage he offered to remove XEAW to Monterrey in order to retain the frequency. This also was vetoed.

There are several other border station assignments against which other signatories to the Havana Treaty have proested. These are being studied, it is reported, with prospects of remedial action in the near future. Harvey Otterman, of the State Dept. International Communications Division, is handling the Treaty matters for the department. At the American Embassy in Mexico City, Sidney E. O'Donoghue, second secretary, is handling contacts with the Mexican Government on broadcast assignments.

AFRA Preparing Pact For Increasing in Wages

DETAILS of the plan for putting into effect the increases of 10% in sustaining minimum scale for radio performers were being worked out last week by the American Federation of Radio Artists, to be submitted upon completion to the networks and stations concerned. Agreement to the increase was reached Dec. 3 by AFRA and NBC, CBS and MBS and the individual stations having sustaining contracts with the union [BROADCASTING, Dec. 7].

Meanwhile conversations between AFRA and the BLUE continued in an effort to reach a solution to what this network feels are its individual problems, with both sides confident that they will be able to come to an agreement shortly. Mrs. Emily Holt, executive secretary of AFRA, said the revised contracts would not be ready for submission to the other broadcasters for some time, as there are 42 individual contracts to be revised, many with differing terms and conditions, so the task is not an easy one. Work has been further delayed by the illness of Henry Jaffe, AFRA counsel.

TIE FIRM PLACES NATIONWIDE SERIES

GREGOR ZIEMER, commentator for WLW, Cincinnati, is featured in a new series of transcribed spots to be aired over 160 radio stations from coast to coast, during December. Sponsor is Beau Brummell Ties Inc., Cincinnati.

The campaign, according to Harry Weisbaum, Beau Brummell Ties executive, is being conducted both as stimulant for the Christmas gift tie business and as a test for the effectiveness of radio as a medium for national merchandising of neckwear.

Ziemer, author of *Education for Death*, a current best seller now being filmed for release early in 1943, uses a narrative style in these Beau Brummell Tie spots—a technique that contrasts favorably with the many "breathless" types of spots and chain-breaks currently being used.

Included in the list of stations carrying the schedule are: WLW, Cincinnati; WEEI, Boston; WGST, Atlanta; WCCO, Minneapolis; KRLD, Dallas; WISN, Milwaukee; WTAM, Cleveland; CKLW, Windsor, Ont., Canada; WRNL, Richmond, Va.; KQV, Pittsburgh; WBAL, Baltimore; WIRE, Indianapolis; KMBC, Kansas City; WMC, Memphis; WOAI, San Antonio; KSD, St. Louis; WLAC, Nashville; WPTF, Raleigh; KFEL Denver; KRNT, Des Moines; WOW, Omaha; WINS, New York.

Agency is Key Adv. Co., Cincinnati.

Press Assn. Sends Disc To All PA News Users

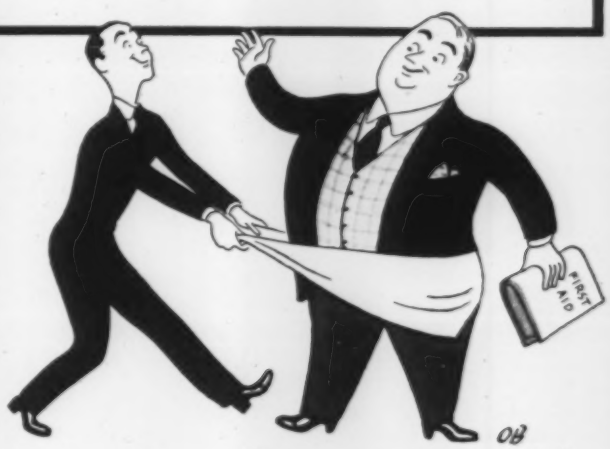
A UNIQUE Christmas gift in the form of a 30-minute transcription dramatizing eventful happenings of 1942 is being sent this week by Press Assn. Inc., radio subsidiary of the Associated Press, to all radio stations using AP news. Titled *This We Have Done*, the transcription dramatizes thrilling news events of last year. Written and directed by Paul Girard of PA, the program was produced by Press Assn. and includes such radio names as Ed Herlihy, who does narration; Maurice Tarplin, David Kerman, Jack Manning, Richard Sanders, Hester Sondergard, Ted DeCorsi, Roger DeKoven, Peter Cahill and Al Binnie, sound man. The program is recorded so stations can sell it to a sponsor or use it as sustaining feature for opening the New Year.

MBS Gross Rises

MBS GROSS billings for the 11 months of 1942, totaling $8,775,305, represent an increase of 38.1% over a corresponding period in 1941, and mark the highest 11-month cumulative figure ever attained by the network. Billings for November, 1942, were $910,167, a dip of 5.1% from 1941 November figures.

POWER INCREASE for WRDW, Augusta, Ga., from 250 to 5,000 watts, effective Dec. 6, and a shift in frequency from 1490 to 1480 kc., was marked by a banquet and special congratulatory program on CBS, parent network, Dec. 10.

FIRST AID FOR WARTIME ADVERTISERS



COVER THE FATTEST MARKET →

Even though your budget's short, you can still make ends meet to cover the fattest market in the U. S. Use WJZ's thrifty coverage of Greater New York. (WJZ recently pulled nearly 10,000 requests from four low-cost announcements on "The Woman of Tomorrow".)

← KEEP TRADE NAMES ALIVE

Keep your trade name alive for the duration by the WJZ "respiration" method. You're the one who'll be tickled. Because you'll keep that name alive and kicking in the minds of Greater New York's millions *at lower cost* over WJZ.

FINGERS ON PULSE →

Keep your fingers on the pulse of what really counts in wartime advertising. WJZ advertising is up 37% for 1942. And there's a reason. For example, when WJZ and a competitor recently carried the same announcement 22 and 21 times respectively, WJZ pulled 20% better!

← KEEP MESSAGE WARM

You'll find your advertising message getting hot with the help of WJZ's *extra* coverage... 5,336,253 radio homes in the Greater New York Market—658,253 more than its closest competitor. It's the lowest cost coverage of the world's greatest market!

WJZ 50,000 WATTS 77 ON YOUR DIAL

New York's First Station and Key Station of the BLUE NETWORK

WPB to Proceed With Repair Parts

Receiver Maintenance Plan To Be Started by Jan. 1

WPB's twin programs for replacement parts and tubes for home radios will be ready to go into operation by the beginning of 1943 despite some disagreements with distributors and manufacturers over the details of the program, a spokesman for the Radio & Radar Division said last week.

A deadline for today (Dec. 14) was given tube makers and distributors at a Tube Advisory Committee meeting last Monday, he said, and the WPB will probably no longer consider changes in the proposed list of 118 tube types that it will make in a concentrated production effort for the first quarter of the year.

To Avoid Delay

The spokesman indicated that the Tube Advisory Committee failed to approve all the tube types WPB intended to make. He said there were further minor changes suggested by the tube makers, but the WPB did not want to delay the program beyond Jan. 1. The Dec. 14 deadline was set as the last chance for changes before WPB prepares orders for production of tubes.

The tube program is not a limitation program, he explained, and does not forbid manufacturer of any of the 300-odd types allowed under the Tube Limitation Order. Rather it is a production schedule requiring production of a scheduled number of fast-selling tube types.

Production of tubes under the program will be divided among seven manufacturers, he said, with each manufacturer concentrating on selected types.

Meanwhile the WPB's other program, the Victory Model line of replacement parts — condensers, transformers, resistors — was further curtailed by engineers at a meeting of the American Standards Assn. in New York Dec. 8. The WPB spokesman said the revised program will be resubmitted to manufacturers and will probably receive final approval at an ASA meeting Dec. 23.

Aleshire in Red Cross

EDWARD ALESHIRE, radio director of H. W. Kastor & Sons, Chicago, has been granted a leave of absence to join the American Red Cross. After a brief training period at national headquarters in Washington, Mr. Aleshire will leave for an overseas assignment in charge of radio at one of the Red Cross foreign operation points. He will be succeeded as radio director by Ben Green, present radio production director of the agency.

EDWARD W. HOBLER has resigned from the radio department of Benton & Bowles, New York, where he handled spot radio and recording sales to enter the Naval Reserve as an ensign. His duties have been taken over by Hugh Hole, formerly his assistant.

Holiday Breather

DROPPED for the holidays will be Simon & Schuster's radio campaign for the new issue of *Your Income Tax*, giving people a rest Dec. 20-Jan. 3 from the reminder of approaching tax payments. Edwin A. Kraft, manager, Northwest Radio Adv. Co., agency handling the account, says that schedules will be doubled and tripled on best producing of the 516 stations now being used, while others will be dropped. The book was America's best seller for 1941.

Bernie Program Covers Local Manpower Needs

IN VIEW of the fact that the nation's manpower problem is primarily a local one, a plan for local cut-in announcements on community employment needs has been introduced on Ben Bernie's five-weekly CBS program, sponsored by William Wrigley Jr. Co., Chicago. Worked out through the OWI, the plan calls for a period of time set aside on the network broadcasts for local station cut-ins bringing messages on local employment problems as presented in cooperation with the local U. S. Employment Service officials.

Under this arrangement, for example, should the need arise for chemists in a particular city, a local announcement would be introduced by the station urging all chemists not engaged in war production to get in touch with the local Federal employment office. Agency for Ben Bernie's broadcasts is Arthur Meyerhoff & Co., Chicago.

TEXAS MOVIE CHAIN FAVORS AIR SERIES

APPROVAL of the plan for distributor participation in the institutional radio program *Show Time* presented in the Southwest by the Interstate Circuit has been voiced by the majority of the motion picture companies, according to R. J. O'Donnell, general manager of the Texas Interstate Circuit, who was in New York last week.

Four film companies are actively participating in the Circuit's Sunday evening program, promoting six of their current productions, it was reported, with others expected to join in the project.

The plan itself has been under way for over a year in Texas, with the Interstate presenting regularly scheduled broadcasts on four Texas stations. Name bands and talent appearing on the stage of various Interstate theatres participate, and commercial announcements promote both the pictures currently being shown and the theatres themselves. In this way film distributors can divide the cost of the sponsorship on a cooperative basis.

Emmco Sponsors

EMMCO INSURANCE Co., South Bend, Ind., is sponsoring a thrice-weekly quarter-hour program *But Not Forgotten* on WMAQ, Chicago, to call to mind the "good ole days" in Chicago. Herbie Mintz furnishes background piano music and Norm Barry recalls events of the past. MacDonald-Cook Co., South Bend, is agency.

Occupational List May Be Revised

Breakdown of Definitions for Various Industries Included

EXPECTED this week is a revision of Occupational Bulletin No. 27, issued last October, which established the essential occupations within the communications field, including broadcasting [BROADCASTING, Oct. 19]. The revision is not expected to affect broadcasting, one War Manpower Commission spokesman said, explaining it would cover certain vital occupations within the other industries which were originally overlooked.

As soon as this basic bulletin is revised the USES will be ready to release its breakdown list of definitions to local offices for use in guiding local draft boards. Formerly, little satisfaction was found by the industry in cooperation attempted by USES offices with local draft boards. Now as a result of the centralization of manpwer agencies under WMC it is expected that guidance offered by USES will be accepted by local boards in classification of draft registrants.

Manning Tables

Another advantage of the centralization will develop in the use of manning tables [BROADCASTING, Nov. 9], whose value was considered minimized by the absence of coordination between WMC and Selective Service. Since unity was established by Executive Order of the President combining all manpower agencies and ending voluntary enlistments in the armed forces, the manning tables take on an added importance.

By announcement of the WMC last Wednesday, manning tables will provide the "blueprints" for all manpower mobilization. They are designed for the use of the 35 essential industries, including broadcasting, and for war plants engaged in at least 75% war production. From the information obtained in these reports from each company, a careful withdrawal can be arranged for the men who must be released to the armed services, it was said.

Thomas P. Littlepage Sr. Dies After Heart Attack

ONE OF Washington's pioneer radio attorneys, Thomas P. Littlepage Sr., died in Washington last Thursday of a heart attack. Mr. Littlepage, 69, was senior member of the law firm of Littlepage, Littlepage & Williams, was undergoing treatment for pneumonia when fatally stricken. He had been in ill health for several years.

He is survived by his widow and five children, Mrs. Willard L. Hart, Mrs. William B. Fletcher; John M. Littlepage and Thomas P. Littlepage Jr., both of whom were members of his law firm; James H. Littlepage, patent attorney of Richmond, Va. Mr. Littlepage, was born in Spencer County, Indiana. He had been active in Washington and nearby Maryland civic and political affairs.

New Treasury Ruling Permits Bonuses In Line With Policy of Last Two Years

BONUSES in line with policies of the last two years may be paid to employes whose salaries are controlled by the Treasury under the Salary Stabilization Program without previous permission from the Treasury, Guy T. Helvering, Commissioner of Internal Revenue said Friday.

In a statement explaining the Treasury regulations for executive, professional and administrative personnel earning less than $5,000, and other salaried people above $5,000—all under the Treasury as a result of the National Stabilization Program — Commissioner Helvering explained in detail bonus regulations touched at in earlier Treasury stabilization orders [BROADCASTING, Dec. 7].

Formula Specified

At the same time, the War Labor Board, which has jurisdiction over workers earning $5,000 or less, not controlled by the Treasury, said that bonuses of the same size or smaller than previously, or based on any previously established formula, would need no approval.

Commissioner Helvering's statement for the Treasury says bonuses may be paid without consulting Stabilization Regional offices when:

1. The amount in 1942 is not greater than the bonus paid that employe, or paid the employe holding that position in 1941.

2. A contract exists, dated before Oct. 3, 1942, binding the employer to pay a specified bonus, or a bonus determined by a specified manner provided the amount of that bonus could be determined on Oct. 3, 1942.

3. If, over a period of two years, the employer has paid bonuses based on a fixed percentage of salary, his bonus may be increased so long as it is based on the same percentage.

4. A bonus is based on percentage of sales. All such bonuses based on rates agreed on previous to Oct. 3, 1942 may be paid.

All other types of bonuses require the approval of the Commissioner of Internal Revenue, which is to be obtained at 13 regional stabilization offices [BROADCASTING, Dec. 7].

The Treasury also announced last week that application forms for employes seeking to adjust salaries upward are now available at these 13 offices. The Treasury will have at least two forms. The first is a simple inquiry sheet for a ruling on jurisdiction and procedure. The second is the actual application, involving two pages of questions and complete instructions.

TO ALL AFFILIATED STATIONS

Today we sent by express a complete ready-to-air program for your use at the end of the year.

"THIS WE HAVE DONE" is a 30 minute *dramatized* transcription of 1942 which we have produced for your use and profit. We suggest that you reserve your best half hour availability, because when you hear this program you will want to see your best prospect.

"THIS WE HAVE DONE" is *not* a promotion piece but a factual dramatization of all the history-shaping events of 1942. We suggest that, after you use it, you keep the program in your files permanently. It is contemporary history and you will want to use it again!

P.S. Do NOT send your check for "THIS WE HAVE DONE". It's "on the house".

PRESS ASSOCIATION, INC.

Radio Subsidiary of

The Associated Press

50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Elmer Davis Expected to Start Radio Reports in Near Future

Ready for Criticism, He Says; OWI Oversea Unit May Be Reorganized; Tells of Africa Reports

ALTHOUGH Elmer Davis would not indicate the possible date for start of his own broadcast series of reports to the nation, he indicated at his press conference last Wednesday that he had only postponed the start of such a series owing to the pressure of other work. He explained that he hoped to get back to the plan which was originated several months ago as soon as he felt that various administrative responsibilities were being cared for adequately.

Questioned as to format of such a program he said it would be interpretive and background in character, without spot news. The possibility was raised that he might be competing with other commentators and he said, "I realize that I would be competing with some of my old friends in giving them (listeners) interpretation".

Not a 'Propagandist'

Mr. Davis emphasized, though, that his material would not contain spot news; instead he would try to tell listeners either "occasionally or perhaps in a regular weekly period" how the general situation appears. He felt that periodic broadcasts would probably be better but said nothing was certain.

It was suggested that such a broadcast might establish him as the official voice of Government but he quickly countered that it would be official insofar as OWI is concerned but would not be official in any other sense. Also in discussing the content of such a program he conceded that some of his material might come from previously unpublished information but promised that all such information would be made instantly available following any given broadcast.

The question arose as to the potential danger he faced in becoming a direct propagandist of the Government but Mr. Davis belittled this suggestion, explaining there is always a "danger of being accused of something no matter what you do."

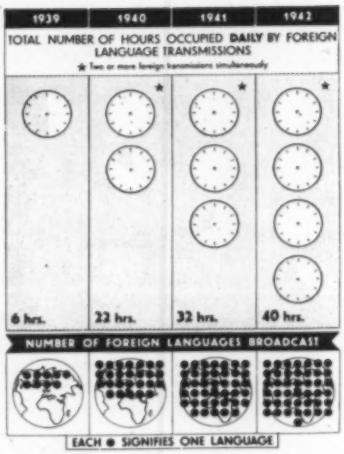
Queried on the published report that representatives of the OWI and British Broadcasting Corp. in North Africa were unable to broadcast because Admiral Darlan didn't like the type of broadcasts planned, Mr. Davis asserted some use had been made of the Algiers radio but none had been of the Morocco radio so far as he knew. Furthermore he pointed out that the news from Morocco is a seeming confirmation but added that detailed reports are lacking and an exact presentation of the facts is still unknown.

In the case of the Algiers radio he said that OWI representatives were not to his knowledge operating the station but were furnishing some material. Some reports from Morocco are "open to considerable doubt", he added, since they are inconsistent with news as reported by American sources. He added that there is even variance with official accounts put out by Army headquarters. Despite inconsistencies, he said he wouldn't discredit all radio reports from Morocco and Algiers.

Pearl Harbor Story

As part of a general roundtable on OWI activity he claimed full responsibility for the release of the news of the Pearl Harbor attack. In retrospect he felt that the only fault, if such, lay in the "rehash of all of those old sores" which provided the Axis radio with offensive material for their psychological warfare at a time when all other news was decidedly defensive for them. He also pointed out that the facts of Pearl Harbor "had to be told sometime" and were not released prior to his entrance into the OWI post last June. Laying aside rumors to the contrary he accepted the Pearl Harbor facts as the whole story insofar as he was informed.

In commenting on activity of the OWI Overseas Branch he admitted that a reorganization was under study but added that decision was still uncertain because it was difficult to decide whether to organize it geographically or ideologically. Whether a radio and news division and a publications division should be established or whether all activity should be divided purely on the basis of geography was the crux of the reorganization problem, he said. He explained that no conclusion had been reached but suggested the possibility that the final solution might conceivably be a combination of both organizational concepts.



THIS DIAGRAM released by the BBC illustrates the tremendous expansion of the BBC foreign language transmissions. In 1939 five shortwave transmitters broadcast in nine languages, six hours a day. Within the three years the number of shortwave transmitters has been increased to approximately 50 (the exact number is a military secret) and they broadcast in 43 foreign languages including Cryptiot, a rare Mediterranean tongue, and Afrikaans, dialect Arabic, spoken in North Africa.

Although Mr. Davis conceded that the Overseas branch enjoys few listeners in Japan he emphasized the importance of many other listeners in the South Pacific area. Furthermore, he said, West Coast stations are also being used to transmit news, information and entertainment to American troops in the Pacific. Then he explained that certain medium wave broadcasts are beamed from Australia into occupied islands and territories. In explaining the medium wave transmission, he said the Japs have been confiscating shortwave sets but are unable to combat the medium waves. At the same time he reported plans under study for medium wave broadcasts from China to Japan.

OWI Handling Only Its Own Programs In New York, Independents Are Informed

CHARGES by the Assn. of Recording Studios that the Office of War Information was creating a recording organization which menaced the interests of independent recorders, were answered by OWI last Wednesday in a report explaining that there is no intention of competing with private industry. The report points out that the recording studios already established will only be used for OWI programs and will not handle recording needs of any other Federal agency.

In fact, the report stated, it would be impractical to handle any other agency's recording since it would hamper OWI's own work and even now OWI's recording operations in New York require complicated and careful scheduling. In addition one OWI spokesman said private recorders would have to be used for some of the work.

Cost of Equipment

These facts have been made known to representatives of the recorders and an OWI spokesman said there appeared to be no issue since all of the factors have been clarified. At the same time he said there had been a misconception in the minds of recorders as to the quantity of equipment installed. The recorders originally maintained that OWI had spent $500,000 for equipment whereas the actual cost was announced as $35,000.

The report explains at length the gradual recognition of the need for recording studios to be used exclusively by OWI. Before January, 1942, it says, OWI and its predecessor, the Foreign Information Service Branch of the Coordinator of Information, had no recording equipment. Operations carried on in outside recording studios were found difficult as the programming activities of the unit expanded. Time lost by producing personnel in traveling to and from recording studios decreased efficiency and interfered with orderly operation of the production department, the report states.

In December 1941, the last month before installation of recording equipment, there were 107 recorded programs, 105 by New York studios and two in Detroit.

Installation of its own equipment was made necessary when the need for many simultaneous, multi-language distributions of news and commentaries increased. In June, 1942, when OWI was organized and absorbed several other agencies, the volume jumped to a monthly total of 1,369, of which 1,132 were produced on OWI equipment and the remaining 237 came from private studios. Of these 233 were made in five studios in the New York City area and two were produced outside New York, one in Detroit and another in Hollywood.

When the program was announced under which the OWI leased 14 shortwave stations and announced plans for 22 additional transmitters, it was felt private programming responsibilities would justify additional studios. Accordingly space was rented in New York and plans made for studios to provide adequate programming, according to the report.

Cost Factor

Another aspect of the need for its own production of transcribed discs develops in a consideration of the cost involved. During October, for example, OWI produced 1,665 15-minute instantaneous recordings at a total cost including blank records, processing by outside companies, recording engineers, depreciation, rent and miscellaneous expenses, of $7,946.38. Based upon the charges shown in the General Schedules of Supplies—Recording and Transcription Service, Class 103, Supplement No. 2, the report states these recordings would have cost the Government $15,900. In other words it would have cost the Government an additional $7,954 to have the work done by existing recorders who it was felt would have difficulty fitting the OWI schedule into their own.

Filtrex Buys Spots

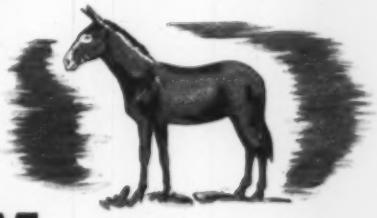
FIRST advertising of any kind to be undertaken by Filtrex Co., Elizabethtown, N. J., a New firm promoting Heatrex boiler-cleaning compound, consists of participations on Arthur Godfrey's early-morning program on WABC, New York, on a thrice-weekly basis. Company does not plan to expand its advertising for the present. Business is placed direct.

XUM

KWIK KWIZ

FOR AGRICULTURED ADMEN

THIS IS A **K** — —



THIS IS A **M** — — —

THIS IS A **B** — — —

THIS IS A **C** — — — — — —

THE ANSWERS
K IS A KID
M IS A MULE
B IS A BOAR
C IS A CHICKEN

Take stock and you'll find Kansas City in the midst of a record-shattering agricultural boom. You'll also find KMBC hogging most of the farm audience hereabouts . . . (surveys proving this are available on request). The explanation lies in a policy of "selling farmers by serving 'em" which has never yet laid an egg for an advertiser. Consider: In Phil Evans, nationally-known agricultural authority, KMBC has the only full-time farm service director in Kansas City radio. Only KMBC is authorized by the Kansas City Livestock Industry to broadcast market reports from the Livestock Exchange Building. KMBC is the only station broadcasting nearly thirty solid hours of farm service programs each week. For greener profit pastures, farm out your sales problems on KMBC — the station that's "9 Ways the Winner." Remember?

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

XUM

N. Y. District Seeks Easing of Rules

NAB Urged to Move for Relaxed Technical Regulations

HIGHLIGHTED by John Benson, president of the American Assn. of Advertising Agencies, and Paul West, president of the Assn. of National Advertisers, the meeting of NAB District 2 was held last Monday and Tuesday at the Biltmore Hotel, New York.

In addition to a review of the music situation and a presentation of the plan whereby the industry hopes to secure a fairer share of the advertising of department stores and other large retailers, the two-day meeting also featured a report of the method whereby more than 4,000 radio engineers have been trained in upstate New York through the efforts of the broadcasters and an avid discussion of the entire manpower problem.

Manpower Stand

On this latter subject the convention, attended by more than 100 members of the broadcasting and affiliated industries, adopted the following resolution: "Whereas, radio stations, especially the smaller ones, are facing a serious manpower problem, due to the loss of technicians to the armed forces and to various war industries. The relaxation of the regulations by the FCC has been very helpful and the stations are very grateful for the cooperation received from the FCC. However, many have found that operators now holding restricted operator's licenses will not be able, in the six-months period, to pass the required examination, due to the demands made upon their time and to the lack of technical instruction available.

"Therefore, be it resolved, that the broadcasters of District 2 urge upon the officials of NAB to bring to the attention of the FCC the aforesaid difficulties, to the end that a further relaxation of the rules and regulations of the Commission be made so that operators holding restricted licenses, showing good reason for not being able to pass the required examination, may be permitted to continue to perform their duties for such further period as the FCC may deem advisable and proper."

Convention also passed resolutions approving the radio allocation plan of the OWI, expressing appreciation for the work of the retail promotion committee and endorsing the efforts of the NAB executive board and steering committee in their handling of the AFM ban on recordings.

Music Problems

Tuesday morning session, devoted largely to music problems, opened with a review of the BMI status by Carl Haverlin, BMI vice-president as well as OWI executive, who stated that "there's nothing wrong with BMI that a little performance won't cure".

Merritt Tompkins, BMI vice-president and general manager, reported that a number of BMI-licensed tunes are among the leaders in sales and performances each week. He announced that BMI has just secured the performance rights to the Harry James catalog. Mr. Haverlin said BMI bulletins are being combined into a single volume, to be issued about the first of the year, and that henceforth the weekly bulletins will be consolidated quarterly.

Reviewing the Petrillo ban on recordings and its effects on both the recording and broadcasting industries, Sydney Kaye, NAB counsel on musical affairs, said the impending Senatorial hearings may be helpful by requiring Petrillo to answer such questions as: "What do you want? From whom? To whom shall it be paid, and How much?"

Expressing disappointment that no recording company has taken legal action in the State courts to test the AFM's right to prohibit the making of commercial transcriptions for one-time use, which Petrillo himself admitted do not harm the musicians, Mr. Kaye pointed out that this action cannot be taken by the NAB but must originate with one of the transcription companies which has been directly affected.

Support for NAB

The ensuing discussion, participated in by Lloyd Egner, NBC Radio-Recording; Clinton Finney, Associated Music Publishers; C. O. Langlois, Lang-Worth Feature Programs; Milton Blink, Standard Radio, evoked expressions from all speakers that the problem must be faced by the entire broadcasting industry and they pledged their support to the NAB and to whatever plan of action its steering committee may evolve.

Leonard Callahan of SESAC spoke briefly on the liaison work his organization has done between the broadcasters and the Treasury on the War Bond sales drive. J. M. Collins, of ASCAP, invited any interested broadcaster to come to ASCAP's offices for information about the Society's program services.

Speaking at the luncheon session, Paul West, president, Assn. of National Advertisers, declared the war, following a world depression, is having a terrific effect on the American system of merchandising and distribution, an effect which is just beginning to be felt, but which within the next six months will hit full force. Stressing the need for straight thinking and facing realities, he declared that under today's conditions there is no place for advertising which does not perform a useful function and which fails to be truly the voice of business.

Advertising must rediscover the individual, he declared, and must learn again that markets are not a mass of people or of pocketbooks but individuals.

Radio Club Quiz

H. V. Kaltenborn, NBC commentator, gave an analysis of the war situation and the luncheon session concluded with a question and answer session put on by members of the Radio Executives Club of New York, which was introduced by Tom Lynch, William Esty & Co., president of the club. Participants included: Murray Grabhorn, BLUE, quiz master; Beth Black, Joseph Katz Co.; Walter Duncan, WNEW; Carlos Franco, Young & Rubicam; John Hymes, Lord & Thomas; Linnea Nelson, J. Walter Thompson Co.

Remainder of the day was given over to a discussion of sales problems, with Charles Phillips, WFBL, Syracuse, chairman of the NAB sales managers committee, presiding. Lewis Avery, NAB director of broadcast advertising, presented the retail promotion plan and reported that 201 stations have already pledged their support, about half the number required for carrying out the plan.

OWI Spot Plan

Carl Haverlin, OWI headquarters consultant for the radio industry, opened the meeting Monday morning with a report on the allocation plan, with each station asked to take 16 one-minute announcements (12 if the station is a network affiliate) daily for the war effort, and five quarter-hour transcriptions a week, the latter

(Continued on page 26)

NAB Labor Booklet

NAB Labor Relations Dept. has revised its booklet "The Wage and Hour Act: How It Affects a Broadcasting Station," for a third edition, now on the press. The new edition contains a supplementary section on salary stabilization. It will be distributed within a few weeks.

MEETING OF 2D DISTRICT NAB was held in New York Dec. 7-8, climaxed by this luncheon session at the Biltmore. At the speaker's table, top, are (l to r): William S. Paley, CBS; Charles Phillips, WFBL; Lew Avery, NAB; Col. Stoopnagle; Kolin Hager, WGY; John Benson, AAAA; Neville Miller, NAB; Lt. Com. Morgan Reichner, Navy; Gene Carr, Office of Censorship; Joe Ream, CBS.

NO. 8 IN A SERIES. PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN — THE TIME BUYER!

JOHNNY TIMEBUYER

JOHNNY TIMEBUYER AT YOUR SERVICE! EVEN IF YOURE "ALL WRAPPED UP" IN YOUR WORK, IT WILL TAKE ME JUST A MOMENT TO TELL YOU ABOUT **KEX** - THAT SUPER-DUPER STATION OUT IN PORTLAND, OREGON!

KEX IS "THE VOICE OF THE OREGON COUNTRY" WHERE THE WORLD-FAMOUS KAISER SHIPYARDS ARE LOCATED — A MARKET "HOT-SPOT" FROM EVERY POINT OF VIEW!

BONNEVILLE DAM, ONE OF THE WORLD'S GREATEST HYDRO-ELECTRIC PROJECTS, HAS HASTENED THE **AREA-WIDE** INDUSTRIAL DEVELOPMENT OF THE **KEX** MARKET — MEANING: BONNEVILLE *POWER* HAS ENHANCED *PURCHASING POWER* IN THIS MARKET !!!

GEORGE! I FORGOT TO TURN OFF THE SHOWER!

THE **KEX** MARKET IS *BIG, VITAL, ROBUST AN' MODERN* — RIGHT TO IT'S ENAMELED FINGER-TIPS! 'BOUT THE ONLY PLACE AN AVERAGE CITIZEN SEES A COWBOY OR INDIAN IS IN A CIRCUS!

GEE MOM! ARE THOSE **REAL** INJUNS?

-AN' OF COURSE **KEX** GIVES SPOT RADIO ADVERTISERS THE FULL BENEFIT OF THAT GOLD-PLATED, STERLING SILVER, DYED-IN-THE-WOOL **BLUE** NETWORK PROGRAM SCEDULE FOR THIS FALL AND WINTER!

WHAT A MAN!

BLUE Programs

ANOTHER BATCH OF KEX ORDERS - MR. BROKAW!

YES... I CAN STILL GIVE YOU SOME KEX TIME

GOSH - HOW THE ORDERS ROLL IN! THOSE RAYMER BOYS CAN'T FOOL US — WE WE KNOW IT'S EASY TO SELL **KEX** - IT'S AMERICA'S BEST RADIO BUY!

FRED BROKAW

YOU'LL HIT THE SPOT (AND THE JACK-POT!) BY PUTTING **KEX** ON YOUR SCHEDULE. GRAB THE PHONE AN' CALL YOUR NEAREST PAUL H. RAYMER OFFICE - OR WRITE OR WIRE DIRECT!

WCAO
in Baltimore

CONSISTENTLY REACHES & INFLUENCES
the cream of your sales potentials
•
600 KC
•
CBS BASIC
•
5,000 WATTS
DAY & NIGHT
•
Paul H. Raymer Co.
Nat'l Sales Representatives

Nathan Lord New 7th District Director; NAB Music, Retail Plans Are Approved

REPLACING J. Harold Ryan, assistant director of censorship for radio on leave as vice-president and general manager of the Fort Industry Co. stations, Nathan Lord, general manager of WAVE, Louisville, was elected director of the NAB for the 7th district, comprising Ohio and Kentucky, at a two-day district meeting in Columbus Dec. 4-5.

Mr. Lord

Mr. Lord, former newspaperman and for the last decade the executive head of the Louisville NBC outlet, begins his term with the end of the 1943 NAB convention, to be held in New Orleans or Chicago next spring.

Following the same general theme of preceding district meetings, the Columbus session was addressed by NAB President Neville Miller. Nearly 100 broadcasters, Government and industry representatives attended, with Mr. Ryan presiding.

Praise for Mr. Ryan

Resolutions adopted at the meeting included approval and endorsement of the OWI allocation plan; the work of the Retail Promotion Committee of NAB and the department store exploitation project; action of the NAB board and its officers in handling the Petrillo recording and transcription ban. The meeting also extended its thanks to Mr. Ryan for his able representation of the district on the NAB board during the last four years.

At the opening day's session, 51 members and representatives of the Ohio Assn. of Broadcasters convened at a luncheon presided over by Mr. Ryan as president of the association. The remainder of the group of 91 attended a general luncheon presided over by President Miller. Gov. John W. Bricker of Ohio addressed the sessions and praised the free American system of broadcasting which he said permitted full and fair discussion of political issues of the times and made them available to every corner of the country. He especially stressed the impartial handling of the recent political campaign in Ohio.

OAB elected Carl Everson, of WHKC, Columbus, president for the ensuing year. Robert T. Mason, WMRN, Marion, O., was elected vice-president; and Laben Smith, WCOL, Columbus, was named secretary-treasurer.

At the second day's session, the delegates were guests of the Fort Industry Co. at luncheon. Lewis H. Avery, director of the NAB's Department of Broadcast Advertising, spoke on "Good Taste in Radio Advertising".

The general two-day sessions were addressed by Carl Haverlin, headquarters consultant, Radio Branch, OWI; Eugene Carr, Office of Censorship; Lt. Holman Faust, radio officer, Navy, Great Lakes, Ill.; Ben H. Darrow, director of radio, Fifth Region, Office of Civilian Defense; and Maj. R. P. Forster, British Army Staff.

Following the sales meeting on the second morning, which was presided over by W. I. Orr, of WBNS, Columbus, district chairman of the sales managers, Mr. Miller presented the AFM-Petrillo problem, with supporting talks by Milt Blink of Standard Radio and Cy Langlois, of Lang-Worth.

At the afternoon meeting on the second day, Mr. Miller outlined the manpower problem and explored the many difficulties which radio stations currently face under the Selective Service Act and other regulations and restrictions of Government.

At Columbus Meeting

Lewis H. Avery, NAB; Howard Barton, WTAM; David M. Baylor, WGAR; Wallace Beavers, WCOL; George L. Beebout, WFMJ; Milton Blink, Standard Radio; Walter A. Callahan, WLW, WSAI; Harry Callaway, WHAS; Harry Camp, KGAR; H. K. Carpenter, WHK-WCLE; Eugene Carr, Office of Censorship; I. T. Cohen, ASCAP; J. F. Cox, WAVE; Donald S. Cummings, WBNS; Ben H. Darrow, Office of Civilian Defense; Walter L. Davis, WRRN; Warren G. Davis, WCMI; Lt. J. P. Devaney, U.S.N.R.; Fred Dodge, WKRC; Jack Doty, WCOL; Ralph Elvin, WLOK; Carl Everson, WHKC; H. E. Fast, WKRC; Lt. Holman Faust, Great Lakes, Ill.; Samuel E. Feldman, ASCAP; O. E. Fields, WMAN; Ed Flanigan, WSPD; Major R. P. Forster, British Army; Katherine Fox, WLW-WSAI; Lt. J. B. Garfield, U.S.N.R.; Carl E. George, WGAR; Allen Haid, WHIZ; K. K. Hackathorn, WHK-WCLE; Carl Haverlin, BMI - OWI; Frank Heibeck, WCOK; R. C. Higgy, WOSU; Felix Hinkle, WHBC; H. H. Hoessly, WHKC; Fred Hover, WFIN; C. M. Hunter, WHK-WCLE; Frank N. Jones, WCOL; Paul H. Karnes, AP-PA; Robert S. Keller, AMP; Robert L. Kennett, WHAS; Carl H. Kent Jr., WAKR; Robert J. Kerns WHIZ; Howard C. Lane, CBS; "Cy" Langlois, Lang-Worth; John Laux, WSTV; J. M. LeGate, WHIO; H. Y. Levinson, WCAR; L. T. March, WMRN; Paul Martin, WCOL; Reggie Martin, WIZE; Robert T. Mason, WMRN; G. C. McKelvey, WSTV; Hal Metzger, WTAM; Neville Miller, NAB; Robert Morrison, WMRN; John B. Moses, WHKC; Len Nasman, WFMJ; W. I. Orr, WBNS; John M. Outler Jr., WSB; Fred A. Palmer, WCKY; John F. Patt, WGAR; George Patterson, WAVE; C. W. Pettegrew, WOSU; L. A. Pixley, Fort Industry Stations; V. H. Pribble, WTAM; Ralph Patt, WPAY; Jack Price, WBNS; R. W. Richmond, WRRN; J. Harold Ryan, WSPD; Alex Sherwood, Standard Radio; E. A. Sherwood, ASCAP; L. T. Smith, Neal A. Smith, WCOL; Lester Spencer, WHIO; Burt Squire, SESAC; Geo. B. Storer, Fort Industry Co.; W. M. Thompson, OWI; Gene Trace, WKBN; Jack Treacy, NBC Thesaurus; A. E. Tyler, WCMI; Katherine Uebel, OWI; W. P. Williamson Jr., WKBN; Pierre Weis, Lang-Worth; R. H. Woody, WHIO; Easton C. Woolley, NBC; Bob Wilson, WADC; Tod Williams, WSPD; Ronald B. Woodyard, WING.

At Indianapolis Meeting

[*See* BROADCASTING, *Dec. 7*]

J. J. Flanigan, WIBC; Ben H. Darrow, Civilian Defense; Miss Helen Kennedy, Kroger Grocery & Baking Co.; Rex Schepp, WIRE; C. E. Schindler, David Wilburn, WGRC; Lt. John T. Barnett, USNR; Lt. Holman Faust, 9th Naval District; Gene Faughn, WFBM; C. Bruce McConnell, R. E. Bausman, WISH; I. T. Cohen, Samuel E. Feldman, ASCAP; Eldon Campbell, Steve Conley, WOWO; H. G. Wall, WIBC; Miss Blanche Young, Indianapolis Public Schools; Burt Squire, SESAC; Howard Loeb, WFDF; Paul H. Karnes, Press Assn.; John E. Fetzer, WKZO; Eugene Carr, Office of Censorship; "Cy" Langlois, Pierre Weis, Lang-Worth; Porter Smith, WGRC; Harmon L. Stevens, WHLS; E. M. Bitner, William F. Kiley, WFBM; Robert S. Keller, AMP; Louis P. Hutchinson, Robert LaBlonde, OWI; C. Howard Lane, CBS; Grant F. Ashbacker, W. C. Wester, WKBZ; Owen F. Uridge, WJR; Leo Fitzpatrick, WJR; M. H. Latour, Air Raid Warning System, Chicago; Lt. Fred A. Chastain, Air Raid Precaution Officer, Chicago; 3rd Officer Ruth W. Morton, WAAC, Fort Des Moines; Milton Blink, Standard Radio; Charles Lee Harris, WGRC; Frank O. Sharp, WFBM; Vincent McMahon, Press Assn.; O. J. Keichner, WIBC; Easton C. Woolly, NBC; Neville Miller, NAB; John W. O'Harrow, WKZO; Dan Jayne, WELL; Eugene C. Pulliam, WIRE; Geo. M. Jackson, WBOW; Jack Treacy, NBC Thesaurus; Lewis B. Avery, NAB; Carl Haverlin, BMI-OWI; Col. Robinson Hitchcock, State Dir. Selective Service, Indianapolis.

Transfer of WJW Explained by Fly

Chairman Says No Departure From BWC Policy Involved

CLARIFYING the FCC's position on modification of the permit granted to WJW, Akron, which allowed the station to move its plant 14 miles closer to Cleveland, FCC Chairman Fly denied the action was any departure from the BWC freeze order of April 27. "Circumstances would justify an exception there," he told his press conference.

He pointed out that the move allows better coverage of Cleveland and does not involve any new critical materials since all material to be used in the structure had been earlier authorized. Furthermore, he added, "the Cleveland situation is one which everybody in the industry and everybody in the Commission has long felt ought to be alleviated."

Sixth Market

Elaborating on this point, he observed that Cleveland is the sixth largest city in the country and the "sixth most important market in the country and the only city anywhere near its size that doesn't have adequate service." In effect this action provides the BLUE with a Cleveland outlet by permitting the station to locate its transmitter about 14 miles nearer to Cleveland and move its main studios from Akron to Cleveland.

Chairman Fly also pointed out that the move had "long been contemplated" and the action represented the first opportunity to remedy the situation of service to the Cleveland market.

Standard Oil Salute

STANDARD OIL Co. of Cal., San Francisco, extensive user of network radio on the Coast, will sponsor a nationwide institutional Christmas Day program on NBC to greet former employes of the company now with the armed forces. Lewis Stone, Hollywood actor, will be m.c. of the 12:15-1 p.m. program, which will feature pickups from Army, Navy and Marine bases in the United States and Honolulu, music by Robert Armbruster's orchestra. No commercial announcements will be included in the broadcast. Agency is BBDO, San Francisco.

XUM

This is a machine to help Germans remember

It works very simply. An American steps before it and calmly reads a script in German. Powerful short-wave transmitters beam the words to Axis Europe. That's all there is to it.

Yet to the Fascist dictators, this simple process is a thorn in their sides, a threat to their power, a danger to the success of their bloody schemes.

Why? Because these American short-wave broadcasts are often devoted to waking up German memories—on a subject Der Fuehrer would prefer to be forgotten. That subject is: *What America's might and manpower will mean to the cause of the United Nations.*

Hitler wants the Germans to forget what happened in the last war when America swung in its full strength. He wants them to forget the boatloads of ammunition, the fleets of soldier-packed transports, the food and the weapons. He wants them to forget the Yanks ever came, because memories like that are not good for Fascist morale.

That's why American short-wave stations WRCA and WNBI are so busy nowadays giving a memory course to the German people. RCA is proud that its equipment, used by these stations, can help remind Axis-dominated Europe that America is again on the march, that America's factories are rolling out the tanks and the planes and the guns, that America's shipyards are sending out an armada of transports and freighters and battleships, that America's manpower is moving . . . moving fast . . . moving with all its might.

Yes, you Fascists who fight for Hitler, this is something to remember: the Yanks are coming—*again!*

RCA

RCA BROADCAST EQUIPMENT

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.

PATTERNED after a detective story, written and illustrated in a humorous mood, a recent promotion piece released by WDBO, Orlando, Fla., discloses the mystery of the Central Florida market, shunned by potential radio advertisers on the basis that sales records showed few shipments to the Orlando area. Put on the right track by Dept. of Commerce figures, showing retail sales per capita to be actually higher for Orlando than for several nearby competing cities, the station "unearths" the solution from grocery and drug merchants. Supplies are first shipped to Florida sea-ports, then trucked to Orlando, thus benefitting from competitive water rates.

* * *

Signs for Retailers

STORES carrying radio advertised goods have been receiving signs in recent months from CKBI, Prince Albert, Sask., reading "As Advertised on CKBI", thus keeping the station in the public eye.

Merchandising & Promotion

Florida Market Mystery—Oakland Sports—Laughing Shirts—Column—Tips on Copy

Bowling Tournament

KROW, Oakland in cooperation with the *Post-Enquirer*, evening newspaper, is currently sponsoring a bowling tournament for shipyard workers. The tourney committee is made up of public relations officials from the Bethlehem, Kaiser, General Engineering, Moore Drydock, United Engineering and Pacific Bridge shipyards and is headed by Lloyd (Speed) Maddock, sports writer for the newspaper and commentator on KROW. Participants are interviewed on *Ten-Pin Topics* on KROW each Thursday night. Several hundred 18 x 24 inch cards announcing the tournament have been distributed to the shipyards and posted by the publicity officials.

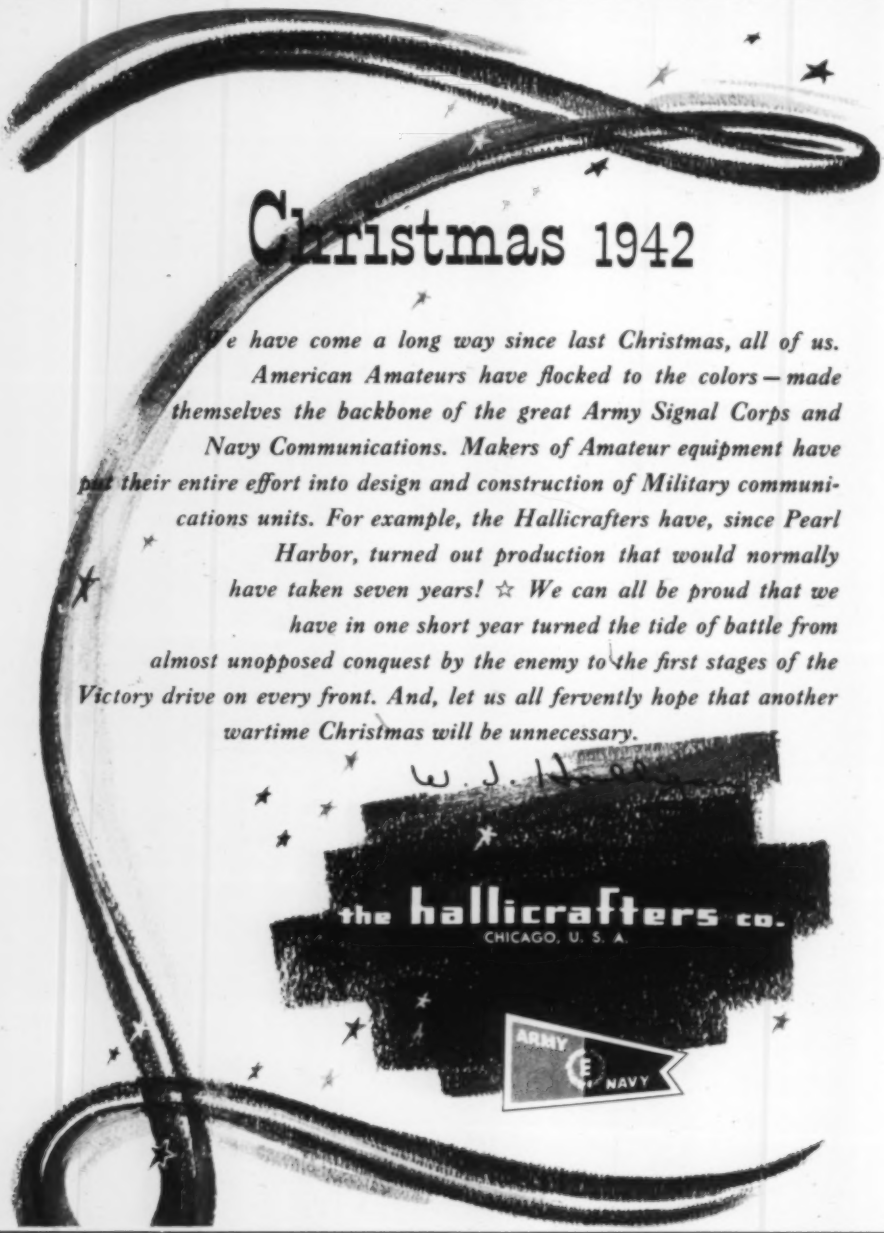
Shirts for Chuckles

DAILY CHUCKLES, a five-minute daily series on CFCF, Montreal, features laughs contributed by listeners who receive a Pioneer shirt from the sponsor for each chuckle used. Response of the public to the program conducted by Brahm Seymour has been excellent.

* * *

Car Card Plugs

ADAPTING its promotion technique to changing habits of people and changing methods of transportation, KSO and KRNT, Des Moines, have supplemented their outside car cards with new car cards plugging shows which are placed inside buses and curbliners now overcrowded with potential buyers.


Christmas 1942
We have come a long way since last Christmas, all of us. American Amateurs have flocked to the colors—made themselves the backbone of the great Army Signal Corps and Navy Communications. Makers of Amateur equipment have put their entire effort into design and construction of Military communications units. For example, the Hallicrafters have, since Pearl Harbor, turned out production that would normally have taken seven years! ☆ We can all be proud that we have in one short year turned the tide of battle from almost unopposed conquest by the enemy to the first stages of the Victory drive on every front. And, let us all fervently hope that another wartime Christmas will be unnecessary.
the hallicrafters co.
CHICAGO, U. S. A.
ARMY
NAVY

'Of Mikes and Men'

FINDING that local newspapers in Long Island, New Jersey, Connecticut and Brooklyn would be interested in carrying a radio column, if provided with impartial, newsworthy material, WLIB, Brooklyn, has started issuing a weekly radio feature, written by Walter Kaner, publicity director. Some 20 papers carry the column, "Of Mikes and Men", which features network programs, radio personalities, and news of WLIB and other stations.

* * *

Promoting Theatres

EMBASSY Newsreel Theater, New York, participating sponsor in Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York, invited program listeners to tea and a newsreel show last week at a special rate, as part of a promotion campaign for its five New York theatres. Other advertisers on Miss Craig's program were represented at the tea by displays and distribution of samples of their products.

* * *

Sales Problems Solved

WIBW, Topeka, has still another promotion stunt: Encased in a gift box mailed to "future radio advertisers" is a bottle of bright red nail polish and a note to the firm describing how with the aid of WIBW it can "polish" off three pests—Hitler, Mussolini and Hirohito—and meet 1943 sales problems that may result from the war. Carter-Owens Adv. Agency, Kansas City, originates the local and national direct mail material for WIBW.

* * *

Plugging Its Shows

WAIT, Chicago, is distributing a series of direct mail promotional pieces calling attention to the individual live-talent, locally originated programs on the station with a brief description of the m. c. and the format of each show. The campaign is being supplemented with a comprehensive stand-up presentation.

* * *

WTAG's Copy Guide

TO AID local advertisers prepare radio copy and to maintain high standards, WTAG, Worcester, has issued a *Radio Advertising Copy Guide*, containing a time-table of dates when copy is due, standards of good taste recommended in the NAB Code and helpful hints on copy length and preparation and copy limitations.

* * *

Dial Habit

TO BUILD the "77 on your Dial" habit in the New York area, WJZ, New York, has launched a car card advertising campaign in subways, featuring its news commentators for the first month and big name bands heard on the station, the second.

* * *

Ward Matches

WARD BAKING Co. (Tip-top bread) is distributing through grocers one-half million book matches promoting the five-weekly quarter-hour early morning listener participation program on WBBM, Chicago.

BUY WGBI

OVER THE HILLS IS FAR AWAY FROM THE NATION'S 19th MARKET!

If you know Northeastern Pennsylvania, you know how population is centered in the Scranton—Wilkes-Barre valley. You know this big, bustling industrial section (The Nation's 19th Market) is isolated by miles of mountains. And you know that—even for radio—"Over the hills is far, far away."

That's why most national spot advertisers depend on WGBI to reach the 629,000 spenders in the valley. Inside the market, WGBI is bigger, more powerful than any other station. And WGBI works the market *inside out* to give you more sales for every dollar spent. Call your John Blair man and *BUY* WGBI.

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

Scrooge to Be Portrayed By Lionel Barrymore

DESPITE conflicting reports, Lionel Barrymore, for the sixth time on the air, will re-enact the part of "Scrooge" in Charles Dickens' "Christmas Carol" as the feature of the Dec. 24 broadcast on NBC of the *Sealtest Rudy Vallee* program. The dramatization of the immortal story, now a radio institution, has been heard twice on the Vallee program, with Barrymore in the main role. Program is sponsored by Sealtest Inc., New York, account handled by McKee & Albright, Philadelphia. Barrymore is heard in his own series *Mayor of Our Town*, on CBS for Lever Bros. Co., Cambridge (Rinso). Ruthrauff & Ryan, New York, is Rinso agency.

WCAU Buys Building

PREPARING for the post-war period, WCAU, Philadelphia, has purchased the eight-story Perry Bldg. at 16th and Chestnut, Philadelphia, to house television and FM facilities after the war. Sale of the building by the trustees of the estate of Edward Perry to the WCAU Broadcasting Co. was approved last week by Judge Allen M. Stearne in Orphans' Court. The purchase price was $505,000. Regular broadcasting facilities are housed in the nine-story WCAU Bldg. at 1622 Chestnut St. The additional floor space in the new building will be used to house television and frequency modulation. Present tenants of the Perry Building will not be disturbed.

NAB in New York

(*Continued from page 20*)

programs with a war theme but suitable for local sponsorship. Herbert L. Pettey, WHN, New York, and radio consultant to the OWI from the district, also spoke briefly on this topic.

Neville Miller, NAB president, outlined the war work of the NAB. Representatives of the war services thanked radio for its vital contributions to them, with Lt. Col. Edward M. Kirby speaking for the Army, Lt. Com. Morgan S. A. Reichner for the Navy, Capt. White for the Marine Corps and Lawrence Bender for the Office of Civilian Defense. Col. Lemuel Q. Stoopnagle spoke on whimsical humor.

John Benson, president, American Assn. of Advertising Agencies, was featured speaker at the luncheon meeting, with "Solidarity: An Indispensable Need", as his topic.

Reviewing the industry solidarity in meeting various problems, Mr. Benson cited case after case of united action by different branches of advertising, including the support by one medium of its competitors, such as the newspaper opposition to the tax on broadcasting and outdoor advertising which aided materially in its defeat.

Exposed to Attack

"There is no sector in the whole advertising circle which is more exposed to external attack than broadcasting," he said. "It must have a franchise to use the air, backed by popular sentiment. Goodwill would seem to be imperative between this medium and the public for whom it has become indispensable in their daily lives. This holds also for solidarity between networks and individual stations, so that no wedge may be driven between them to their common hurt. Any active discord inside the industry about this problem undermines the whole system of national broadcasting as a well-organized and firmly knit medium of mass communication.

"May there be full harmony among us so that we can present a solid front, not so much of protest as of service during the remaining days of war and the peace which follows."

Opening the afternoon meeting Eugene Carr, of the Office of Censorship, told broadcasters they should use their censorship code book as "a yardstick for measuring the things you put on your station" and urged them when in doubt to consult the OC. Censorship is a vital military weapon, he said, declaring that if voluntary censorship does not work there is only one alternative.

G. Lynn Sumner, New York State War Savings Staff, described the growth of the War Bond and Stamp sales and paid tribute to broadcasters for their splendid work in this field, both in carrying Bond programs and in acting as selling agents for bonds. There are now 730 stations licensed as selling agents, he said, and quoted Vincent Callahan, director of the Treasury's radio activities, that these stations have sold very nearly $30,000,000 worth of Bonds. Adrienne Ames, motion picture actress, now a commentator on WHN, New York, spoke on the work of women in the war.

Labor Problems

Aid by New York broadcasters in getting the colleges of the state to establish evening courses for the training of radio engineers, resulting in the training of approximately 4,000 men and 190 women as qualified operators, was described by Col. Harry Wilder, president, WSYR, Syracuse, and head of the committee on this project. Most of the men have gone into the Army Signal Corps or the Air Force's communications branch, Col. Wilder said, but added that some of them, who are not suited for military service, and all the women are available for work at stations needing replacements in their operating personnel.

Neville Miller, NAB president, concluded the first day's session with an informal discussion of the general manpower problems of broadcasters. He said deferment for radio station employes will be increasingly harder to get.

He urged broadcasters not to wait until their technicians are called up before attempting to have them deferred, but to go to their local draft boards now, explaining the needs of the stations and stating which men are most essential, which next, and so on. If each man is made the basis for an individual fight for deferment, he said, one or two may be kept, but then when a chief engineer or other key employe comes up the local draft board is apt to tell the station it is trying to keep all of its employes and to take this man, regardless of his essential status at the station.

He suggested also that when filing a 42-A form for deferment a supplemental letter be attached, describing in detail what the employe's duties are and their importance to station operation. The NAB has also secured letters from the armed services and Government departments, which may be attached to the file to show how essential radio is considered to the war effort by the Government.

Filling Vacancies

Mr. Miller said applications to the U. S. Employment Service for replacements for employes whose draft is anticipated are valuable in showing the draft boards that the USES has been unable to fill the vacancies. The military demand for technicians, however, will undoubtedly create many vacancies in technical staffs, he said, and he urged the employment of women, stating that stations employing women as operators have in the main found them very satisfactory. This is also the experience of the BBC, which now has an operating staff of about 60% women.

There has been some opposition to the employment of women by local unions, he stated, adding that the national unions appreciate the situation and will do what they can to help break down resistance from the locals, although the latter are autonomous and have the final say on this subject. Often the locals will not object if the wives of the drafted men are taken on to replace their husbands, Mr. Miller reported, probably on the theory that after the war the women will return to their homes, turning the jobs back to their husbands.

Stating that the smaller stations

THEY ASKED FOR IT!
Master
Program Log
Month of November 1942
10¢ A COPY—$1.00 A YEAR
WLIB
1190 on your dial
THE VOICE OF LIBERTY
15,821
New York, New Jersey, Connecticut
Families
requested the November Program Booklet, listing all musical selections, composers, and theme songs to be heard over WLIB.
That's Listener-Loyalty for YOU!
WLIB listeners are the "all-day-every-day" kind because WLIB alone gives them what they like BEST and want MOST: "The Popular Classics with a Blend of the Modern . . . and News". And WLIB advertisers are CASHING IN on this consistent, persistent LISTENER-LOYALTY!
And Remember: WLIB is still maintaining the LOWEST RATE FOR EFFECTIVE COVERAGE OF THE METROPOLITAN NEW YORK MARKET.
RKO BUILDING, NEW YORK • Chicago Representative – Thu Walker Co.

MEXICO
a rich market
FOR A WISE ADVERTISER
50 RADIO STATIONS AT YOUR SERVICE COVERING THE COUNTRY
RADIO PROGRAMAS DE MEXICO

Beulah Karney *talks*

... and housewives listen!

FIVE DAYS A WEEK Beulah Karney airs her "Woman Today" program over Chicago's powerful WENR.

In a one minute announcement, *opposite the World Series*, Miss Karney offered a booklet on rationing for a local participating sponsor. More than 2,000 requests were received, and they're still coming in!

For another sponsor she pulled 700% more inquiries than the client considered satisfactory.

Every day she receives hundreds of letters asking questions about home-making and food. Women *listen* when Beulah Karney speaks.

If you have a message for women, investigate this exclusive WENR feature. The cost is low, the coverage is great. Call a Blue Spot Sales representative for all the facts.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

•

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

are being hit the hardest, Mr. Miller said some of them have secured restricted licenses, good for six months, for men in the sales or program departments.

One difficulty with this, he said, is that such men seldom pass the examination given at the end of the six-month period, partly because they are not interested in remaining as engineers and so do not apply themselves to learn any more than the actual work requires and partly because the demands of a short-staffed station leave little time for instruction. Applications have been made to the FCC to relax their requirements and permit restricted licenses to run for more than six months, he said.

From conversations with broadcasters throughout the country, Mr. Miller concluded that by and large, women make better replacements than older men, who do not pick up new skills so readily. Girls with telephone experience have worked out especially well, he said. He also reported that many stations are using women as announcers and have had a good reaction from listeners.

At New York Meeting

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J. H. Ream, CBS; Lt. Com. M. S. A. Reichner, USNR; William Riple, WTRY; Fred R. Ripley, WSYR; Bruce Robertson, BROADCASTING; I. R. Rosenhaus, WAAT; B. J. Rowan, General Electric Co.; Frank M. Schmitt, RCA; Bill Schudt Jr., CBS; Frank A. Seitz, WFAS; Ben Selvin, AMP; M. H. Shapiro, *Radio Daily*; Alex Sherwood, Standard Radio; Frank Stanton, CBS; Elliott Stewart, WIBX; Col. Stoopnagle, radio comedian.

Dale Taylor, WENY; C. Robert Thompson, WBEN; Jack Treacy, NBC; Roland Trenchard, WAAT; M. E. Tompkins, BMI; Oscar C. Turner, NBC; Edgar H. Twamley, WBEN; H. C. Vance, RCAM; Ernest Walker; Ralph N. Weil, WOV; Pierre Weis, Lang-Worth; Frank K. White, CBS; Norman H. White Jr., USMC; Mr. Wilcox, WHOM; D. C. Wilkins, WJTN; C. O. Wiig, WHEC; Sylvia Weiss, *Radio Daily*; Helen Wood, WIBX.

Members of Radio Executives Club of New York attending luncheon of District 2 Meeting of NAB:

Elizabeth Black, Joseph Katz Co.; A. R. Brayshaw, Press Assn.; Robert Buechner, Free & Peters; Ralph Dennie, BLUE; Chick Doty, BLUE; Jules Dundes, WABC; Walter Duncan, WNEW; Bob Eastman, BLUE; Rae B. Elbrock, Franklin Bruck Adv. Co.; E. Schuyler Ensell, WABC; Hugh Feltis, BLUE; Carlos Franco, Young & Rubicam; Paul Frank, Weed & Co.; Murray Grabhorn, BLUE; Jerome B. Harrison, WABC; John Hymes, Lord & Thomas; Paul H. Karnes, Press Assn.; James M. Kelly, Radio Adv. Corp.; Alan Kent, WJZ.

Maury Long, BROADCASTING; John M. Lyden, Ted Bates Inc.; Thomas H. Lynch, Wm. Esty & Co.; Lucille Mafiecci, J. Walter Thompson Co.; Charles Michelson, Michelson Radio Transcriptions; Albert Moss Jr., Radio Adv. Corp.; Linnea Nelson, J. Walter Thompson; Ed Shurack, WHN; Peggy Stone, Spot Sales; Larry Swan, Walter P. Burns Co.; G. Richard Swift, WABC; Helen Thomas, Spot Broadcasting; Arthur Toulson, WHN; Harry Trenner, MBS; Donald J. Wallace, McCann-Erickson; Anne Wright, J. Walter Thompson Co.; Chet Young, Press Assn., Stanley Young, Foreman Co.

LONGINES-WITTNAUER HONORS John P. V. Heinmuller, president of the company, on his 30th year of service with a custom-built transcription player. The company, well-known for its use of spot broadcasting, sponsors the transcribed *World's Most Honored Music* programs over many stations. With Mr. Heinmuller (holding transcription) are (l to r): Fred Cartoun, vice-president in charge of sales and advertising; Edward Detjen, vice-president and secretary; Fred Wilkinson, dean of the sales force; Morris Guilden, treasurer. Mr. Heinmuller joined the New York office as a stock clerk coming from the company's offices in Switzerland and took his present post in 1936. He also was advertising manager.

STANDING SQUARELY
+ IN THE CENTER OF +
MICHIGAN'S Greatest OUT-STATE
MARKET

WOOD Grand Rapids
Now 5000 Watts
RED • Michigan Radio Network • BLUE

+ OUT-STATE MICHIGAN'S GREATEST STATION +

KING-TRENDLE BROADCASTING CORPORATION • Represented by Paul H. Raymer Co.

RADIO SERVICE EMBLEMS

Demand Created for Industry Plaques Typifying Broadcasting's National Role

REMEMBER THAT handsome radio button that WGAR, Cleveland, placed beside delegates' luncheon plates during the 1942 NAB convention.

It made an immediate hit. When the supply ran out the disappointment was intense. So much so that WGAR and BROADCASTING, as a non-profit service, ordered a new supply and undertook their sale throughout the industry. Radio stations, advertising agencies, radio industry personnel bought them; several thousand were sold.

At Eastern State Penitentiary, Philadelphia, Horace H. Moore, an inmate, saw the emblem pictured in BROADCASTING and made a linoleum-cut replica 12 inches in diameter. He shipped it to BROADCASTING as a gift, where it attracted so much attention that Mr. Moore was commissioned to make 10 more which were distributed to key radio officials in Washington.

Many Send Orders

Neville Miller, president of the NAB, liked his so well that he volunteered to carry it throughout the nation to a series of NAB district meetings. As a result of his personal salesmanship many more plaques were sold, and additional orders are being received through BROADCASTING.

Mr. Moore has written to BROADCASTING expressing his delight at the way his plaques have been received. John F. Patt, vice-president, general manager of WGAR, has ordered a number of them and writes that "everyone who sees them thinks they cost $20 to $25 instead of the $5 you charge us." Norman R. Goldman, business manager of BROADCASTING, recently visited Mr. Moore and found his cell fitted as a workshop.

Institutional Capt. Kelley, who acted as escort, explained that Mr. Moore works steadily on the radio plaques from 7:30 a.m. to 9:30 p.m. It was learned that Mr. Moore,

Prison Artisan

who reads BROADCASTING and several other advertising publications, is a journalism graduate and saw two years of foreign service in World War I. While at the penitentiary he has taken correspondence courses in advertising and radio. In 1940, entering a contest conducted by Boston University featuring Arrow Shirts advertisements, he won first prize over 268 contestants from many colleges. He will soon be eligible for commutation of sentence.

Over a period of years Mr. Moore has made himself known, through his interest in radio, advertising and linoleum cuts, to many people prominent in advertising. Recently he received a letter of commendation from Brig. Gen. Robert L. Denig, Marine Corps, on a linoleum plaque reproducing the Marine insignia.

Davis Buys KMAC

HOWARD W. DAVIS, veteran Southwest broadcaster, has purchased the other half of KMAC, San Antonio, 250 watts on 1240 kc., he announced last week. Mr. Davis, who has managed the station since 1933, purchased the 50% ownership of the Walmac Co., licensee, from W. W. McAllister. No change is planned in the operation of the station. Mr. Davis is also president of Laredo Broadcasting Co., licensee of KPAB, Laredo, Tex., which he owns in company with Mr. McAllister and J. K. Beretta, banker.

Chicago Committee

COPYWRITERS of Chicago agencies who have been selected by the War Savings Staff of the Treasury Dept. to serve on Chicago editorial committee which edits scripts and announcements before air presentation are: Kirby Katz, Leo Burnett Co.; Howard Crum, H. W. Kastor & Sons Adv. Co.; G. F. Drake, Blackett-Sample-Hummert; Kathryn Brady, Guenther-Bradford; Frank Tyson, Erwin, Wasey & Co.; William Ohle, Needham, Louis & Brorby; Garrick Taylor, Goodkind, Joice & Morgan.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Any Way You Figure It . . .

IT'S KOA *First* IN DENVER

It doesn't take a mathematical marvel to figure the "best buy" in Denver radio. It's as easy as ABC to see it's KOA . . . the *only* station in Colorado that can put 50,000 watts behind your sales messages. Not only that, but KOA is owned and operated by the National Broadcasting Company . . . the network *most* people listen to *most*.

Let your nearest NBC representative give you the full story. Call him today about KOA!

50,000 WATTS · 850 KC.
KOA
First in Denver

From every Vantage Point
KOA FIRST in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

are being hit the hardest, Mr. Miller said some of them have secured restricted licenses, good for six months, for men in the sales or program departments.

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William Fay, WHAM; C. M. Finney, AMP; Raymond C. Gantter, WFBL; Clifford H. Glick, WNEW; Stanley W. Goulden, RCA; Herman Greenberg, ASCAP; S. D. Gregory, WEAF; J. G. Gude, CBS; Ruth Hardke, WSYR; Carl Haverlin, BMI; L. B. Hawkins, WNBF; Arthur Hull Hayes, WABC; William S. Hedges, NBC; S. B. Hickox Jr., NBC; George H. Jaspert, WPAT; Bernice Judis, WNEW; Robert S. Keller, AMP; Dorothy A. Kemble, BLUE; Marvin Kirsch, *Radio Daily*; C. A. Kracht, Howard H. Nelson Co.

Bert Lambert, WNEW; William T. Lane, NBC; Joseph Lang, WHOM; Jack Lee, WHAM; Harry C. Levin, OWI; Charles Lewis, 2d Region, OCD; Maury Long, BROADCASTING; I. R. Lounsberry, WGR; E. B. Lyford, NBC; Alex MacDonald, WGY; T. S. Marshall, WOLF; Jay Mason, WJTN; John Mayo, AMP; E. Ray McCloskey, WNBF; John McKay, NBC; John McNeil, WJZ; Maurice Mermey, NAB; B. M. Middleton, WABC; Henry L. Miller, WPAT; Neville Miller, NAB; William Burke Miller, NBC; Kermit J. Moss, WNEW; John T. Murphy, NBC; M. S. Novik, WNYC; Bruff Olin Jr., WKIP; Lt. John R. Overall, 3d Naval District; John J. Paine, ASCAP; William S. Paley, CBS; Connie Porreca, WOV; Willis B. Parsons, NBC; Herbert L. Pettey, WHN; Charles F. Phillips, WFBL.

J. H. Ream, CBS; Lt. Com. M. S. A. Reichner, USNR; William Riple, WTRY; Fred R. Ripley, WSYR; Bruce Robertson, BROADCASTING; I. R. Rosenhaus, WAAT; B. J. Rowan, General Electric Co.; Frank M. Schmitt, RCA; Bill Schudt Jr., CBS; Frank A. Seitz, WFAS; Ben Selvin, AMP; M. H. Shapiro, *Radio Daily*; Alex Sherwood, Standard Radio; Frank Stanton, CBS; Elliott Stewart, WIBX; Col. Stoopnagle, radio comedian.

Dale Taylor, WENY; C. Robert Thompson, WBEN; Jack Treacy, NBC; Roland Trenchard, WAAT; M. E. Tompkins, BMI; Oscar C. Turner, NBC; Edgar R. Twamley, WBEN; H. C. Vance, RCA; Ernest Walker; Ralph N. Weil, WOV; Pierre Weis, Lang-Worth; Frank K. White, CBS; Norman H. White Jr., USMC; Mr. Wilcox, WHOM; D. C. Wilkins, WJTN; C. O. Wiig, WHEC; Sylvia Weiss, *Radio Daily*; Helen Wood, WIBX.

Members of Radio Executives Club of New York attending luncheon of District 2 Meeting of NAB:

Elizabeth Black, Joseph Katz Co.; A. R. Brayshaw, Press Assn.; Robert Buechner, Free & Peters; Ralph Dennie, BLUE; Chick Doty, BLUE; Jules Dundes, WABC; Walter Duncan, WNEW; Bob Eastman, BLUE; Rae B. Elbrock, Franklin Bruck Adv. Co.; E. Schuyler Ensell, WABC; Hugh Feltis, BLUE; Carlos Franco, Young & Rubicam; Paul Frank, Weed & Co.; Murray Grabhorn, BLUE; Jerome B. Harrison, WABC; John Hymes, Lord & Thomas; Paul H. Karnes, Press Assn.; James M. Kelly, Radio Adv. Corp.; Alan Kent, WJZ.

Maury Long, BROADCASTING; John M. Lyden, Ted Bates Inc.; Thomas H. Lynch, Wm. Esty & Co.; Lucille Mafiecci, J. Walter Thompson Co.; Charles Michelson, Michelson Radio Transcriptions; Albert Moss Jr., Radio Adv. Corp.; Linnea Nelson, J. Walter Thompson; Ed Shurack, WHN; Peggy Stone, Spot Sales; Larry Swan, Walter P. Burns Co.; G. Richard Swift, WABC; Helen Thomas, Spot Broadcasting; Arthur Toulson, WHN; Harry Trenner, MBS; Donald J. Wallace, McCann-Erickson; Anne Wright, J. Walter Thompson Co.; Chet Young, Press Assn., Stanley Young, Foreman Co.

LONGINES-WITTNAUER HONORS John P. V. Heinmuller, president of the company, on his 30th year of service with a custom-built transcription player. The company, well-known for its use of spot broadcasting, sponsors the transcribed *World's Most Honored Music* programs over many stations. With Mr. Heinmuller (holding transcription) are (l to r): Fred Cartoun, vice-president in charge of sales and advertising; Edward Detjen, vice-president and secretary; Fred Wilkinson, dean of the sales force; Morris Guilden, treasurer. Mr. Heinmuller joined the New York office as a stock clerk coming from the company's offices in Switzerland and took his present post in 1936. He also was advertising manager.

STANDING SQUARELY
+ IN THE CENTER OF +
MICHIGAN'S OUT-STATE
Greatest
MARKET

WOOD Grand Rapids
Now 5000 Watts
RED • Michigan Radio Network • BLUE

+ OUT-STATE MICHIGAN'S GREATEST STATION +

KING-TRENDLE BROADCASTING CORPORATION • Represented by Paul H. Raymer Co.

RADIO SERVICE EMBLEMS

Demand Created for Industry Plaques Typifying Broadcasting's National Role

REMEMBER THAT handsome radio button that WGAR, Cleveland, placed beside delegates' luncheon plates during the 1942 NAB convention.

It made an immediate hit. When the supply ran out the disappointment was intense. So much so that WGAR and BROADCASTING, as a non-profit service, ordered a new supply and undertook their sale throughout the industry. Radio stations, advertising agencies, radio industry personnel bought them; several thousand were sold.

At Eastern State Penitentiary, Philadelphia, Horace H. Moore, an inmate, saw the emblem pictured in BROADCASTING and made a linoleum-cut replica 12 inches in diameter. He shipped it to BROADCASTING as a gift, where it attracted so much attention that Mr. Moore was commissioned to make 10 more which were distributed to key radio officials in Washington.

Many Send Orders

Neville Miller, president of the NAB, liked his so well that he volunteered to carry it throughout the nation to a series of NAB district meetings. As a result of his personal salesmanship many more plaques were sold, and additional orders are being received through BROADCASTING.

Mr. Moore has written to BROADCASTING expressing his delight at the way his plaques have been received. John F. Patt, vice-president, general manager of WGAR, has ordered a number of them and writes that "everyone who sees them thinks they cost $20 to $25 instead of the $5 you charge us." Norman R. Goldman, business manager of BROADCASTING, recently visited Mr. Moore and found his cell fitted as a workshop.

Institutional Capt. Kelley, who acted as escort, explained that Mr. Moore works steadily on the radio plaques from 7:30 a.m. to 9:30 p.m. It was learned that Mr. Moore,

Prison Artisan

who reads BROADCASTING and several other advertising publications, is a journalism graduate and saw two years of foreign service in World War I. While at the penitentiary he has taken correspondence courses in advertising and radio. In 1940, entering a contest conducted by Boston University featuring Arrow Shirts advertisements, he won first prize over 268 contestants from many colleges. He will soon be eligible for commutation of sentence.

Over a period of years Mr. Moore has made himself known, through his interest in radio, advertising and linoleum cuts, to many people prominent in advertising. Recently he received a letter of commendation from Brig. Gen. Robert L. Denig, Marine Corps, on a linoleum plaque reproducing the Marine insignia.

Davis Buys KMAC

HOWARD W. DAVIS, veteran Southwest broadcaster, has purchased the other half of KMAC, San Antonio, 250 watts on 1240 kc., he announced last week. Mr. Davis, who has managed the station since 1933, purchased the 50% ownership of the Walmac Co., licensee, from W. W. McAllister. No change is planned in the operation of the station. Mr. Davis is also president of Laredo Broadcasting Co., licensee of KPAB, Laredo, Tex., which he owns in company with Mr. McAllister and J. K. Beretta, banker.

Chicago Committee

COPYWRITERS of Chicago agencies who have been selected by the War Savings Staff of the Treasury Dept. to serve on Chicago editorial committee which edits scripts and announcements before air presentation are: Kirby Katz, Leo Burnett Co.; Howard Crum, H. W. Kastor & Sons Adv. Co.; G. F. Drake, Blackett-Sample-Hummert; Kathryn Brady, Guenther-Bradford; Frank Tyson, Erwin, Wasey & Co.; William Ohle, Needham, Louis & Brorby; Garrick Taylor, Goodkind, Joice & Morgan.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Any Way You Figure It . . .

IT'S KOA *First* IN DENVER

It doesn't take a mathematical marvel to figure the "best buy" in Denver radio. It's as easy as ABC to see it's KOA . . . the *only* station in Colorado that can put 50,000 watts behind your sales messages. Not only that, but KOA is owned and operated by the National Broadcasting Company . . . the network *most* people listen to *most*.

Let your nearest NBC representative give you the full story. Call him today about KOA!

50,000 WATTS · 850 KC.
KOA
First in Denver

From every Vantage Point
KOA FIRST in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

WGK
US

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

The Facts First

RELIEF for local non-network stations caught in the downward local business spiral appears to be in the offing. Last week two government officials—FCC-BWC Chairman James Lawrence Fly and Gardner Cowles Jr., assistant director of OWI, himself a practical broadcaster and publisher—took cognizance of the plight of these stations. OWI is to investigate, as the agency charged with the weighty task of handling war information.

Of course, the simple way of meeting the crisis would be for the Government to buy time for particular types of war-effort programs. That, however, has some disadvantages which are readily evident. Consideration is being given to allowance of credits for taxes which, while admittedly attractive, likewise might smack of discrimination or even subsidy.

It has been suggested that network service be extended to these stations, so that program structures would be lifted, and business thereby attracted to stations. That has some merit, but it can't be applied generally with the same result.

Mr. Cowles, we believe, is pursuing the only reasonable course in undertaking an investigation before he decides upon relief measures. There are many factors to be considered. Whereas FCC records indicate some 177 stations lost money last year, they do not reveal how many of those stations were comparatively new operations, how many were adjuncts of other businesses which may have made money, and how many actually were destitute and faced with suspension of operations.

The Government, as a wartime measure, is interested in having service maintained nationally, with at least one effective signal in every community. Of the stations that lost money last year, approximately 100, we understand, were the only outlets in their communities. But there is no information as to how many of these communities received acceptable service from stations in nearby cities.

We assume a substantial number of the stations now in peril are included among those licensed in the last two or three years. In 1935 there were 600 standard broadcast stations. That figure has jumped to some 920. Approximately 100 stations were newly-licensed in the last two years—until the April 27 freeze order terminated new grants.

If it develops in the final analysis that only a handful of the red-ink stations are deemed essential for war information purposes, it would seem some means might be evolved whereby the industry itself would see to it that they were sustained. In that fashion, all semblance of Government subsidy, or of discrimination in favor of one medium as against others, would be eliminated.

But before anything is done, the facts should be known. They are readily accessible, and little time will be lost in making the essential preliminary analysis. It is refreshing to observe the government's swift action in taking notice of the situation.

'Scare Advertising'

RADIO, TOO, has faced occasional charges of "scare advertising", which high Government sources, otherwise quite friendly disposed toward the necessity of wartime advertising, have taken occasion in recent weeks to condemn. All media are equally blamed for allowing some short-sighted retailers to urge people to buy merchandise because of expected shortages or impending rationing.

This and what might be called "flag waving selling"—telling people to buy a certain commercial product because it is "patriotic" to do so—are problems that can be met by closer scrutiny of copy with an eye to its effect on wartime policies rather than short-term merchandising.

The condemnation of "scare advertising" comes not only from the Dept. of Commerce and OPA Administrator Leon Henderson, but also from the National Better Business Bureau. None of these agencies has evinced any anti-advertising attitude. Indeed, the Dept. of Commerce, as it states, has shown an attitude that "has been a vigorous refutation of the carelessly voiced claim that the Government is against all advertising." And Mr. Henderson, in supporting the BBB's current campaign against this form of advertising, stated:

"Today's advertiser has a tremendous opportunity in this war. He can be a leader for good. He can mold minds in the right direction. And through the medium of newspapers, magazines, radio, direct mail and outdoor advertising, he can dramatize to the public the part it must play in helping win the victory. Yes, the advertiser can do all these things. And, praise be, literally hundreds of advertisers are doing them every day. They stand as an enlightened information industry functioning for the common good."

That doesn't sound like crackdown. It's an appeal to common sense, and so is the Dept. of Commerce's echoing warning against building up "unnecessary fears" and sending a "panicky public rushing to stores" for needless buying that fosters hoarding and speeds the day of actual shortages.

Like bad-taste commercials, the danger of "scare advertising" is that its use by a few sponsors creates an impression that casts reflection on the zealous war efforts of advertising as a whole. So far as radio is concerned, eternal vigilance must be exercised. The great war job the broadcasting industry as a whole is doing should not be obscured by a few misteps.

Electronics at War

THE OTHER DAY news reports from London told of the precisely-planned bombing raid by United Nations' fliers which completely demolished the Phillips radio tube factory at Eindhoven, Holland. The real significance of that action will become apparent as the war progresses.

Because the whole story of electronics and communications in this global war cannot yet be told, one can only surmise the importance of that magnificently executed action. We know that today the vacuum or electronic tube is perhaps the closest approach to the "secret weapon" of this war. Its use far transcends the actual field of communications, though it is the all-important link in guiding the greatest war armadas on land and sea and in the air in world history. The vacuum tube is being used in the armament factories for innumerable industrial purposes.

The Phillips factory was reputed to be the most important radio manufacturing plant in Europe. It is reported that, following Nazi occupation of Holland, it was greatly augmented. It probably was the greatest single producer of radio equipment for the Axis, as evidenced by the fact that it was heavily defended.

We don't know what the Axis has or had in the way of electronic development, though they appear to be well advanced in this revolutionary art. The intelligence services of the United Nations, however, must have known, because the levelling of the Phillips plant was the planned objective of our bombs.

When historians get around to the job of writing the story of this war, it is entirely possible that the December 6 bombing of Eindhoven will prove a highly important incident in the breaking down of Axis production and communications supply lines. But that will be only an infinitesimal part of the story yet to be told about the role of the vacuum tube in the war.

GREAT generals of all time have recognized the value of psychological warfare and propaganda as adjuncts to the work of their fighting forces. The armies of Genghis Khan, whose conquests are still without parallel, were preceded by secret agents who worked on the populations of the countries he was about to attack, spreading defeatism and division, and softening them up so that they had less heart to put up a really tough fight when the Mongol armies came along. And if there had been radio broadcasting in those days, never doubt that Genghis Kahn would have used it—*Elmer Davis, director of the Office of War Information.*

We Pay Our Respects To —

RICHARD FITZGERALD CONNOR

WORKMANSHIP goes into building the ship of state as surely as into a ship of the line, but there are few tried and skilled in both. One such is Richard Fitzgerald Connor, recently appointed chief of station relations, Radio Bureau, Office of War Information.

When only a youngster, Dick Connor, as rivet heater and ship fitter in the shipyards of California, was assigned to do a man's work with boy's hands during World War I. In this current global conflict, he conceived and organized a unified emergency broadcast plan for the West Coast. Not only has it been used as model for other similar setups nationally, but its success is largely responsible for his appointment as national coordinator of station relations.

Born in Denver Sept. 15, 1902, Dick was the youngest of two boys. The family moved to California in 1906, settling first in San Francisco, and a few months later shifting to Los Angeles. Shortly after that Dick and his brother Ned, now general manager of KRKD, Los Angeles, applied themselves to the task of maintaining the family home. Only a little fellow, Dick did his share. Most of the responsibility was Ned's until 1917, when he went overseas. Dick left grammar school and starting as rivet heater in the shipyards helped build ships in both San Francisco and Los Angeles.

Four years later he found time to catch up on his education, entering Manual Arts High School, Los Angeles, at 19. He was graduated in June, 1922, after completing the four-year course in only two. A year at the University of California at Los Angeles followed. Then the newspaper field beckoned.

Headquartered in San Francisco, he tried his hand as publishers representative from June, 1923, to 1926. Returning to Los Angeles in January of that year, he joined the *Examiner* merchandising service. Lewis Allen Weiss, now vice-president and general manager of Don Lee Broadcasting System, Hollywood, was then his "boss". A year on the editorial staff of the old *San Francisco Bulletin* in 1927 followed. With merging of that newspaper with the *San Francisco Call* in early 1928, Dick joined the *Fresno* (Cal.) *Bee*. He remained there only a few months, returning to Los Angeles in the fall of that year to join the reportorial staff of the old *Express*.

Dick ran the gamut of departments and resigned his newspaper job to join KMIC, Inglewood, Cal. (now KRKD). Through his efforts in April, 1929, radio facilities were installed in the Los Angeles City Hall. With the City Hall studio as center, first one and then another radio station was woven into a local network. Dick with his microphone would roam through the courts, into the mayor's office asking questions for the more than 10,000 interviews that were a feature of this eight-year interval.

Dick relinquished his roving reporter role Feb. 10, 1935, to become general manager of KMPC, Beverly Hills, Cal. When the station was sold to G. A. (Dick) Richards following death of its original owner in June 1936, Connor organized his own Los Angeles radio advertising agency. He continued as head of that firm until Jan. 1, 1941.

Then he gave up active management to assume duties as radio reporter on the Don Lee-Mutual program from Sacramento, *Affairs of State*. With completion of that assignment, he returned to his Los Angeles agency but war interrupted management of his agency in December of that year.

With shock of Pearl Harbor just past, Southern California broadcasters felt urgently their need to line up individual facilities into some regional plan of emergency defense. They met and on Dec. 15, 1941 selected Connor as radio coordinator of the Southern California Broadcasters Assn. Today the emergency broadcast plan conceived in Southern California and involving some 29 stations in that area, has been taken as model for similar setups throughout the nation.

Cognizant of the work and skill involved, the IV Fighter Command asked Connor to repeat that job on a coastwise scale. No other part of the United States can boast of a better radio coordination, it is claimed. In recognition, Connor, in addition to his post with the Southern California Broadcasters Assn., was appointed radio coordinator of the Pacific Coast War Emergency Broadcast Plan. Then the OWI made him a regional radio consultant.

His recent shift to Washington, D. C. as chief of station relations, Radio Bureau, OWI, has meant not only a move for Dick, but for his family as well. Married to Lucile Kerns of Los Angeles on Aug. 8, 1928, they had made their home in Manhattan Beach, Cal. Completing the family circle are Gloria, aged 13; Richard Jr., 12, and Ned 2 years old. Admittedly a driver and energetic, Dick disclaims any hobbies but loves a romp with his three children. He is a Mason, Knight Templar, Shriner and Phi Delta Theta.

Dick's present job in the nation's capital is a far cry from tossing hot rivets in a California shipyard. The boy who helped build ships for World War I has turned knowledge, coordination and ability acquired in 25 years to a similar purpose. Only this time his contribution is via radio.

Personal NOTES

ROBERT SCHEUTZ, manager of NBC Radio-Recording Division, Hollywood, has been commissioned a lieutenant in the Navy and on Dec. 15 reports to Naval Training School at Hollywood, Fla. After a period of training there, he will be enrolled at Harvard U for additional study. Jack Richardson, his assistant for the past six months, has taken over Scheutz' former duties.

JAMES KELLEY, Chicago manager of Radio Adv. Corp., station representatives, has been inducted into the Navy as lieutenant (j.g.) and will report to Great Lakes, Ill. He is succeeded as Chicago manager by R. L. (Bud) Swats, formerly in charge of testimonial and station promotion at Blackett-Sample-Hummert, Chicago.

DAVE TAYLOR, commercial manager of WBBB, Burlington, N. C., recently enlisted in the Air Force Enlisted Reserve; he begins flight training at Elon College, N. C., Dec. 15.

PAUL KESTEN, CBS vice-president and general manager, has left his office for a three-week vacation. He is expected to return around the end of December.

WILLIAM D. OLDHAM, head of grocery trade relations of WLW, Cincinnati, has been commissioned an ensign in the Navy and reported Dec. 11 for indoctrination at Princeton U. Before joining WLW three years ago he was promotion manager of Coopers Inc., Kenosha, Wis. (underwear).

H. G. (JACK) FEARNHEAD, disbursement accountant in the auditing department of NBC Hollywood, has been commissioned a lieutenant in the Royal Air Force.

JAMES ISHAM CHRISTIE, former chief of NBC's Brazilian section, international division, has joined the Naval Reserve as ensign, and reports for duty Dec. 15 at the Florida indoctrination school.

CRAIG LAWRENCE, vice-president of the Iowa Broadcasting Co., celebrates his tenth anniversary with the company this month. He became station manager last April, replacing Maj. Luther L. Hill, who is in the Army Air Forces.

HARRY R. LUBCKE, television director of Don Lee Broadcasting System, Hollywood, is in New York for conferences.

L. W. BROCKINGTON, advisor to the Empire Division, British Ministry of Information, will address the nation via CBS in a broadcast from WJSV, Washington, Dec. 15, after his arrival in this country from England.

DAN McARTHUR, chief news editor of the Canadian Broadcasting Corp., Toronto, is on a tour of the western CBC regions to check on CBC news bureaus.

GEORGE TAGGART, assistant program supervisor of the Canadian Broadcasting Corp., Toronto, has returned East after a tour of Pacific Coast and prairie region CBS program offices.

ROBERT STODDARD, formerly business manager of KFRE, Fresno, Cal., is now sales manager of KFBK, Sacramento.

WOODROW HATTIC, formerly director of public relations, agriculture and sports of WWL, New Orleans, has joined KMPC, Beverly Hills, Cal., as director of war activity.

WILLIAM ANDREWS of the staff of *Movie-Radio Guide*, on Dec. 21 joins the press department of the National Safety Council, Chicago.

LAWRENCE W. McDOWELL, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn., has been appointed a regional radio consultant of the OWI.

RALPH WHITMORE, formerly account executive of CBS San Francisco, is serving with the Army in North Africa.

POWELL ADAMS has been appointed commercial manager of WCHV, Charlottesville, Va., after three years with WSIX, Nashville, and WLAK, Lakeland, Fla. Before entering radio Mr. Adams was drummer with Jan Garber's and Francis Craig's orchestra.

M. WAYLAND FULLINGTON, promotion manager of KWTO-KGBX, Springfield, Mo., reported as a volunteer officer candidate at Ft. Leavenworth antiaircraft artillery school Nov. 27.

DR. JOHN GRAY PEATMAN, director of the office of research, radio division, College of the City of New York, has been advanced from the rank of assistant professor to associate professor of psychology.

MAJ. HAROLD W. KENT, recently transferred from the War Dept. public relations bureau's radio branch to the review branch [BROADCASTING, Dec. 7] has been moved back to the radio branch on detached duty.

XUM

BEHIND the MIKE

PATRICIA GRIFFITH, of the dramatic department of WHO, Des Moines, became the station's first feminine contribution to the military service by joining the WAAC Nov. 30. Ken Gfeller of the continuity department enlisted in the Navy the same day. Vivian Griffith, sister of Pat, has left community service of WHO to accept a teaching position at Lorimor, Ia.

TOMMY SNOWDEN, program director of WEED, Rocky Mount, N. C., has joined the Army, and has been replaced by Douglas Hunt of the announcing staff.

GOODWIN E. (Cody) ANDERSON, announcer of KJBS, San Francisco, has been inducted into the Army.

JOHNNY O'HARA, sports announcer of KWK, St. Louis, is teaching code to students at St. Louis U.

STANLEY B. TALL joined the Philadelphia office of the OWI on Dec. 7 as station contact man and scriptwriter. Before joining the OWI radio division, he handled the network broadcasts for the Office of Education, and prior was in program planning and scriptwriter of WBAL, Baltimore.

MARY SCHWARTZ, personal secretary of Arthur Simon, general manager of WPEN, Philadelphia, and Fred Kligman, of the Marine Corps, were married Dec. 6.

DAYTON LUMMIS, formerly of WCAM, Camden, joined the announcing staff of W69PH, FM adjunct of WCAU, Philadelphia. He replaces Tom Livezey, who joined the staff of WIP, Philadelphia.

JOHN SCHEUER Jr., announcer of WFIL, Philadelphia, and Lois Andrews, of the station's promotion department, announced their marriage Nov. 28.

DON DOUGLAS, announcer and actor of WMCA, New York, has resigned to continue his work on a freelance basis.

MRS. MARGARETTA SMITH, formerly of WLPM, Suffolk, Va., has been appointed commercial traffic manager of WTAR, Norfolk, Va. Milton Green, of WINX, Washington, has joined the announcing staff.

GEORGE COMINOS and Shirley Heege, recent graduates of the Missouri U School of Journalism, have been added to the KXOK, St. Louis, radio news department.

Griper Hired

"DO YOU think you can do any better!" challenged the program director of WINX, Washington, when William Grayson, a fan, wrote that the announcing of the program to which he had been listening was considerably less than satisfactory. Grayson did; so did the program director when Grayson presented himself to prove it. Grayson is now WINX *Sunday Symphony Hour* announcer. Program director is Sam Lauder.

STEWART DEAN, announcer and newscaster of WFAA-KGKO, Dallas-Fort Worth, a native of Hamilton, Ontario, has received his final naturalization papers. Gene Martin, news editor of WFAA-WBAP, has become father of a girl.

CHARLIE DAVIS has been named chief announcer of WFBC, Greenville, S. C.

LANDIS WILKINSON has joined the announcing staff of KXOK, St. Louis. Stan Daugherty, music director, and Bob Heuer, of the KXOK orchestra, have been inducted into the Army.

GRADY COLE, farm editor of WBT, Charlotte, N. C., has been named by North Carolina's governor to the post of State Radio Chairman of the state's Salvage-for-Victory drive. Grady has been conducting a "Farm-Church" scrap drive on WBT.

JOY STORM, announcer-producer of NBC Hollywood, has been appointed Western division special events and news director of the network. Those departments were formerly under supervision of John Swallow, Western division program manager.

JERRY SEARS, formerly an NBC staff musical director as well as a freelance composer, arranger and m.c. for other networks, on Dec. 27 will join WMCA, New York, as musical director. Mr. Sears replaces Don Bryan, resigned.

EUNICE DOTY, formerly in promotion department of KSO-KRNT, Des Moines, has resigned to join her husband at Quantico Marine Base, where he is an instructor.

LLOYD INGLE, former auditor of WNAX, Yankton, S. D., has been transferred to the auditing department of KSO-KRNT, Des Moines.

BOB CONLON has joined the sound effects department of NBC Hollywood.

Meet the LADIES

JILL JACKSON

EVERYTHING from "play by play—blow by blow" sports descriptions to "radio retakes" of Helen Hayes' dramatic interpretations — that's the record of Jill Jackson, versatile sports commentator, special events announcer, Hollywood reporter and actress of WWL, New Orleans.

A back injury changed Jill's career from cup winner in tennis and golf tournaments to a unique position in radio. Unusually talented in all sports from her college days at Tulane U, New Orleans, Jill won many city and college titles in tennis as well as the municipal golf title. After her injury on the links she turned to another talent, the stage, and later made her bow in radio.

Jill writes, produces and delivers all material used on her shows and appears in her spare moments in WWL's dramas. Employed by the Jackson Brewing Co. of New Orleans, she has become known as one of the most active radio women in the South and one of the few women sports commentators in the country.

HOWARD A. PETRIE, NBC announcer on Gary Moore's *Everything Goes*, and 1942 winner of the H. P. Davis Memorial Announcers' Award, has been named announcer for *The Story of Mary Marlin*, sponsored on NBC by Procter & Gamble Co., Cincinnati, for Ivory Snow.

JAMES MARION, after seven months on the junior announcer staff of NBC, has been promoted to the rank of senior announcer.

MARY SETZEK, teletype operator of NBC Hollywood, resigned that post in early December to marry Howard Dill, Minneapolis businessman.

• Tennessee farmers hit pay-dirt in December. The burley tobacco markets open next month putting hundreds of dollars in pockets of thousands of farmers. And WJHL is the only single station that can reach the farmers served by the five big markets in this area.

1000 WATT • 910 KC • BLUE NET

WJHL
Johnson City, Tenn.
W. Hanes Lancaster
Manager

SPOT SALES, Inc.
Representatives

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

ALLAN DILL has been appointed farm commentator for the Canadian Broadcasting Corp. Maritimes region, succeeding Ralph Marven who has joined the Dominion of Agriculture. Dill is a practical farmer as well as former newspaperman. He is attached to CBA, Sackville, N. B.

TIM DAVIS has resigned from the recording department of NBC Hollywood, to join the Navy.

JACK SHNELL, sound effects man of NBC Hollywood, has been transferred to KPO, San Francisco.

JOHN REDDY, newswriter of CBS Hollywood, is the father of a girl born Nov. 25.

MIKE CLARK, staff announcer of WWL, New Orleans, has joined the Army. Sharing his announcing duties are Jack Lewis, Ervin Viktor and John Kent, who replaces Clark as staff announcer.

BOB FRANKLIN, announcer of KGW-KEX, Portland, Ore., has become a Naval air cadet and is stationed at the training station near Boise, Ida.

DOUGLAS EDWARDS, for five years announcer of WSB, Atlanta, has joined the CBS announcing staff.

DONALD J. DEAN, formerly assistant promotion manager and in charge of farm department of WCKY, Cincinnati, has been commissioned a second lieutenant of the Army, following successful completion of the officer candidate course at The Infantry School, Fort Benning, Ga.

JON DUFFY, newscaster and producer of KWID, shortwave station in San Francisco, joined the Marines Dec. 7 as a combat correspondent.

JOSEPH W. GRAHAM, former announcer of WCKY and WCPO, Cincinnati, inducted into the Army a year ago, has been selected for officer candidate training and is now at Fort Benning, Ga.

LILLIAN ZATT, formerly in charge of promotion and publicity of women's programs and activities of WMCA, New York, has joined WNEW, New York, as assistant to Jack Banner, publicity director. She succeeds Betty Frear, who resigned to join her husband, who is completing his military training in Florida. Prior to joining WMCA, Miss Zatt served in the promotion department of the *New York Daily News*. She has also been associated with CBS and BBC in a production capacity.

DON BESTOR on Dec. 14 joins WHN, New York, as leader of the studio band, replacing Dick Ballou. Don Albert continues as manager of the band, also handling some of the conducting.

DICK ALLAN, announcer of WLIB, Brooklyn, has joined the Army Signal Corps Reserve and will study radio communications while continuing his announcing duties. The station has added Evelyn Dworkin to the music department, and Jeanne Tedesche to the program department.

JEAN CAMPBELL, formerly newswriter and arranger of woman's programs of KGKO and WBAP, Fort Worth, Tex., has joined the English section of NBC's International Division, as a news writer.

GENE CHENAULT, formerly of KMJ, Fresno, Cal., is now program director of KFRE, that city. Del Forrest has been added to the announcing staff. Robert Davis has been made special events director of KFRE, with Miss Frances Quinn, war-program manager as well as director of women's programs.

LESLIE RADDATZ, in publicity department of NBC Hollywood, and Mona Bottriell of Los Angeles, were married Nov. 28 in Casa Grande, Ariz.

STOCKTON HELFFRICH, manager of NBC's continuity acceptance department, is father of a son born Dec. 6.

Ensign Clinton Missing

ENSIGN JACK W. CLINTON, formerly of the CBS Junior Training Group, Hollywood, and recently on combat duty in the Solomon Islands, is reported missing by the Navy.

JOHN WOOLF, handling joint work in the program and announcing departments of KDYL, Salt Lake City, is now fulltime announcer. Dave Simmons, promotion manager, is assisting George Snell, continuity editor, on special assignments.

CAPT. WALLACE BEEBE, former announcer of KIT, Yakima, Wash., now with the Army somewhere in the Pacific, is the father of a boy.

MILLICENT POLLEY, formerly women's director and member of the sales staff of WHBF, Rock Island, Ill., has enlisted in the WAVES.

DURWARD KIRBY, BLUE staff announcer, and his wife, Mary Paxton, m.c. of *The Wishing Well*, on WBBM, Chicago, are parents of a son, born last week.

HENRY SCHACHT has left OWI in San Francisco to write, produce and voice a new agricultural program on KPO, San Francisco, which is scheduled to begin on the air about the first of the year.

BILL NEWELL, for seven months with the OWI in San Francisco, has rejoined KOMO-KJR, Seattle, in the news and special events department.

HOMER J. BLISS, education director of WHAM, Rochester, N. Y., and member of the Army Signal Corps reserve, was called for active duty December 8. Gordon Kestor, of the U of Rochester, will handle some of Bliss' announcing duties.

WILLIAM S. RAYBURN of the CBS sales promotion department, became the father of a boy Nov. 27.

DICK DE FREITAS, formerly chief announcer of WFAS, White Plains, N. Y., and previously of WAAT and the Alabama Network, has joined the announcing staff of WHN, New York.

GRACE HELLERSON, of the BLUE program department, has been appointed manager of the booking office of the BLUE, replacing Grace Gunderman, resigned. Geraldine Bohne has been named booking supervisor.

SGT. ARTHUR E. BARNETT, once known as the "court jester" of WJZ, New York, where he conducted a dance music program, is serving with the Special Service office at Fort Dix, N. J. He has just received a first lieutenant's commission. For the past several months, he has been broadcasting a thrice-weekly program on WTTM, Trenton, titled *Fort Dix Passes in Review.*

JOE KELLY Jr., formerly a member of the guide staff of NBC Chicago, and son of Joe Kelly, m.c. of BLUE *Quiz Kids* and NBC *National Barn Dance*, sponsored by Miles Labs., Elkhart, Ind., has joined the Quartermaster Corps of the Army.

BESSIE BEATTY, who conducts her own five-times-weekly woman's program on WOR, New York, on Dec. 11 was chairman and guest of honor on "Radio Day" at the 21st anniversary Christmas sale of articles made by the blind in New York.

PAGE GILMAN, who portrayed Jack Barbour in the NBC serial *One Man's Family*, sponsored by Standard Brands (Fleishmann's yeast), has been inducted into the Army. He is the son of Don E. Gilman, BLUE western division vice-president.

DOROTHY R. SPICER, formerly of WWJ, Detroit, and WCCO, Minneapolis, has joined the publicity staff of Free & Peters, Chicago.

ADELAIDE GERWIG, of Wright-Sonovox Division of Free & Peters, New York, was recently married to Lt. Lloyd Bethune of the Army Air Forces.

ALICE MUSCATINE has been placed in charge of traffic department of WTTM, Trenton, and Charlotte Wolf, new to radio, has been appointed continuity director. Russ Andrews, formerly of WFPG, Atlantic City, has joined the announcing staff of WTTM.

RALPH L. POWER having become an inspector in the Army Signal Corps and assigned to a field unit, the Los Angeles agency bearing his name has been taken over by Mrs. D. H. Cameron, for the past ten years office manager. The agency, specializing in technical radio equipment manufacturers, has resigned all accounts, with one exception, and will remain inactive for the war duration. Universal Microphone Co., Inglewood, Cal., will be serviced on a wartime budget by Mrs. Cameron.

EMILY PETERS, former traffic manager of KHJ and the Don Lee Network, will become the bride of J. Glen Turner, former chief engineer in master control at KHJ, now in Government work. Miss Peters' duties have been assumed by Mary Ellen Ryan, assisted by Betty Secrest and Betty Cowen. Former KHJ page-boy, Irwin Buckstan, has enlisted in the Signal Corps. He is replaced by Bob Weber.

RICHARD H. CUTTING, formerly announcer of KFSD, San Diego, has joined KFAC, Los Angeles.

TED FEN, announcer of WGST, Atlanta, married Betty Cain of Atlanta Dec. 7.

LT. STARR SMITH, former radio special events announcer, has been appointed public relations officer for the Army Air Forces Flying School, Stuttgart, Ark.

MAX KARL, educational director of WCCO, Minneapolis, shot a 225-pound 11-point buck, the biggest taken in Minnesota this season, within thirty miles of his home.

LEE NEAL, formerly news editor of WPAR, Parkersburg, W. Va., has joined the announcing staff of WIND, Chicago.

FRED WIETING, stage and screen critic of WIBG, has enlisted in the Navy.

KGU Staff Changes

KENTON CASE, formerly of KGMB, Honolulu, has assumed the duties of program director, and Josephine Silva, formerly of KMOX, St. Louis, is a new commentator at KGU, Honolulu. Ken Carney, former program director of NBC San Francisco, and head of the radio department of Bowman, Holts, MacFarlane & Richardson, has just been appointed public relations director of Hawaiian Sugar Planters Assn., but remains in radio by producing the MBS show *Hawaii Calls*. Bill Paine, former assistant manager of KGU is now an ensign in the Navy.

Arthur Perles Is Named As Crandall Assistant

ARTHUR PERLES, formerly in charge of CBS shortwave publicity, has been appointed assistant director of CBS publicity, it was announced last week by George Crandall, recently-named CBS director of publicity.

Mr. Perles

Joining CBS four years ago as publicity copy editor, Mr. Perles was assigned in July, 1941, to direct publicity here and abroad for all CBS shortwave activities, including the new CBS Latin American network—*Cadena de las Americas*. Prior to entering radio he was with the *Daily News* and other New York newspapers. Perles has also served as assistant U. S. Commissioner for Public Relations involving federal participation in the New York's World Fair.

Clay Leaves KMOX

LLOYD CLAY, continuity director of KMOX, St. Louis, has left to join the FBI in Washington, the eighth KMOX executive to go on war duty. Of a hundred men on the KMOX payroll, 28 are now in the armed forces. Executives who have taken war posts are: Louis M. Young, chief engineer, now a Lt. Col. in the Army; Larry Neville, continuity director, FBI; C. Cabanna Link, publicity director, Army Air Forces; Thomas Rooney, promotion manager, Maritime Service; James C. Douglass, production manager, Lt. (s.g.) Navy; Chester (Tiny) Renier, program director, filling a war vacancy at CBS, New York.

Schafer Succeeds Hull

WALTER SCHAFER, for the last 10 years with WDZ, Tuscola, Ill., has been appointed manager of the station, succeeding Clair B. Hull, who resigned as of Dec. 15 to join Ferry-Hanley Co., Kansas City agency [BROADCASTING, Dec. 7]. Mr. Schafer, who has worked as announcer, program producer and salesman, will also supervise the commercial end of WDZ. Mr. Hull had held the joint posts of manager and commercial manager.

McCOY (Ky.) AIN'T THE REAL McCOY!

When it comes to sales possibilities, McCoy (Ky.) ain't exactly what you'd call the gen-u-ine article. In fact, the only 24-karat McCoy in this State is the Louisville Trading Area—1,336,000 people who normally account for 57.5% of Kentucky's total buying power (a figure now vastly boosted by the hundreds of millions poured into Louisville's war industries!) . . . In the Louisville Area there are 242,077 radio homes, every one of which is reached by WAVE—the only NBC outlet for 100 miles around! Want to see what that means in sales *results?*

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KDKA

PITTSBURGH

NO HOBBY! Skating is transportation for these two employes of KNX, Hollywood. With advent of gas rationing, Ken Hodge, staff producer, rolls 8 miles to work, meeting his secretary, Elaine Fibush, at the station entrance.

Drake Promoted

JOHN DRAKE, assistant promotion manager of KSO-KRNT, Des Moines, has been named promotion manager, replacing Wayne Welch, who has joined the Menough Adv. Agency, Des Moines. Drake was formerly a writer of KGGF, Coffeyville, program director of KCKN, Kansas City, Kan., and studio manager of KGNO, Dodge City. Wilda Whitescarver has joined the KSO-KRNT staff to handle general promotion and the house organ, *Dial Tones*. She was formerly in the traffic and continuity departments of WMBH, was program director of KCKN, Kansas City, and in the continuity department of KTUL, Tulsa.

Benny's Movie Plans

DESPITE wage ceiling, effective Jan. 1, 1943, and spiking reports to the contrary, Jack Benny, star of the weekly NBC show bearing his name, sponsored by General Foods Corp. (Grape-Nuts Flakes), will not limit his activities to that program. Agreement for at least one United Artists film each year is still in force, according to the radio-film star. He will begin a new film assignment upon selection of a suitable story. Plans for an independent motion picture producing company with release through United Artists, however, have been set aside for the war's duration.

THE ENTIRE announcing staff of WTTM, Trenton, has enlisted in the Signal Corps Reserve of the Army. Program director Milton March has staggered the hours of his staff to permit the men to attend the evening courses at Rutgers University.

"And to think those announcers on WFDF Flint Michigan were worrying me!"

BOSTON SYMPHONY IS SIGNED BY BLUE

NEGOTIATIONS in progress two weeks ago between the BLUE and the Boston Symphony Orchestra, which recently signed a three-year contract with the American Federation of Musicians, were settled last week, with the announcement by Mark Woods, president of the BLUE, that the orchestra, under the direction of Serge Koussevitsky, will begin a series of weekly concerts Dec. 26 on 145 BLUE stations.

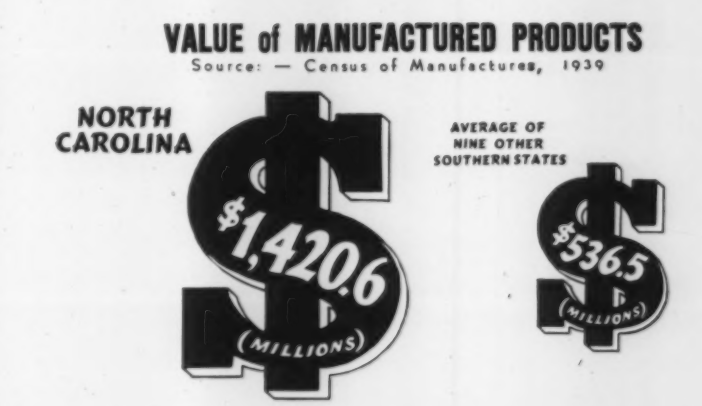
Absent from the air for five years, the Boston Symphony has held the unique position of the only major nonunion orchestra in the country until last month when the AFM amended its by-laws to give Koussevitzky full control over the employment of his musicians [BROADCASTING, Nov. 30]. The new series of concerts on the BLUE, most of which will originate from Symphony Hall in Boston, will be heard Saturday evenings 8:15-9:15 p.m. under a long-term contract covering a season of 46 weeks each year.

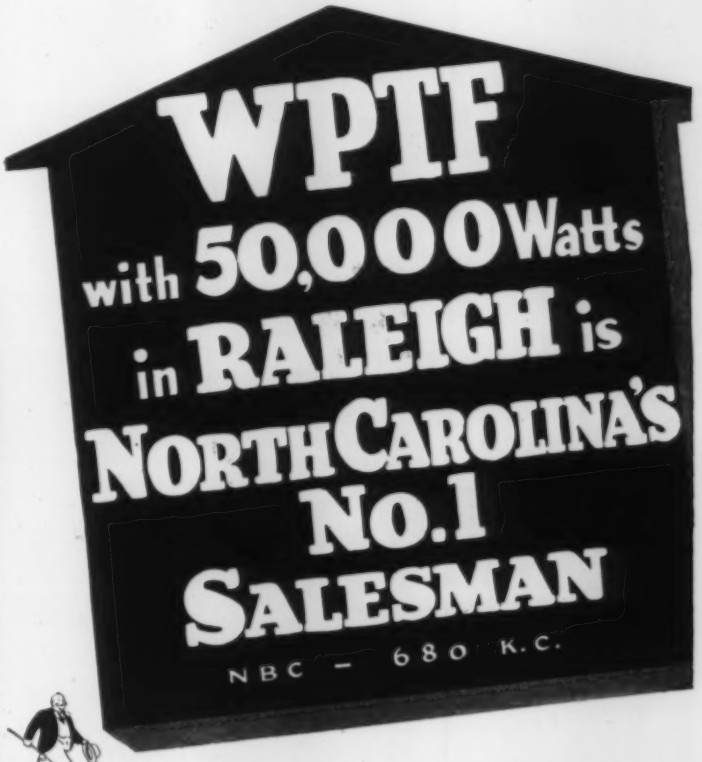
At the expiration of this year's season on May 1, 1943, the BLUE will broadcast the Pops concerts under Arthur Fiedler as well as the open air concerts on the Charles River Esplanade, Boston, later in the summer. It is hoped by the BLUE that conditions will permit resumption of the Berkshire Symphonic Festival at Tanglewood in Lenox, Mass.

McCaw Named Major

PROMOTION of Capt. J. Elroy McCaw, principal owner and manager of KELA, Centralia, Wash., to rank of major in the Directorate of Communications of the Army Air Forces, headquartering in Washington, was announced last week by the War Department. Maj. McCaw, an engineer, was commissioned a second lieutenant last March and was jumped two grades to a captaincy a month later. He is chief of the Liaison Section of the communications directorate, working directly under Col. Alfred W. Marriner.

WHITEY FORD, formerly the "Duke of Paducah" on NBC *Plantation Party*, on Dec. 10 left for overseas assignment in the USO.





FREE & PETERS, INC. National Representatives

WHAT'S WHAT IN Boston

13.

WCOP has grown faster in sales and audience in proportion than any other Boston station.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Agencies

MYRON DUTTON, Hollywood producer of the Biow Co. on the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes, tobacco), has resigned that post to assume a similar assignment on two CBS programs featuring Orson Welles. Dutton currently handles the weekly quarter hour *Ceiling Unlimited*, sponsored by Lockheed Aircraft Corp. (institutional), as well as the half hour weekly sustaining feature on that network, *Hello Americans*.

CLAIRE OLMSTEAD, for two seasons production manager of Orson Welles' radio shows, has re-joined Young & Rubicam as producer of the new John Charles Thomas — John Nesbitt program, to be sponsored by Westinghouse Electric & Mfg. Co. on NBC starting in January, Sunday, 2:30-3 p.m. (EWT).

CLYDE L. WOOD, one time production manager of Transcription Co. of America, Hollywood, has joined Biow Co., that city, as production contact on the NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes).

NORRIS HOUGHTON, formerly of the production staff of USO-Camp Shows Inc., on Dec. 7 joined BBDO, New York, as program coordinator for the NBC *Cavalcade of America* program, sponsored by E. I. DuPont de Nemours & Co., Wilmington.

GEROLD M. LAUCK Jr., assistant account executive of N. W. Ayer & Son, New York, and son of Gerold M. Lauck, executive vice-president of the agency in Philadelphia, has enlisted as an aviation cadet.

T. V. HARTNETT, president of Brown & Williamson Tobacco Corp., Louisville, receives an award on the B & W *Plantation Party* on NBC from Clark E. Woodward (right), vice-president of the Liberty Mutual Insurance Co., Boston. The record of over 12,000,000 man-working hours without an accident was established by the B & W Petersburg plant as their part in the "Smash the 7th Column" campaign against careless accidents.

MORTON GOULD has been appointed musical director for the William H. Weintraub Co., agency, New York, and will have complete charge of all music pertaining to broadcasting, announcements and programs.

GATES FERGUSON, formerly of R. L. Polk Co., New York, directory publishers, has joined the public relations staff of N. W. Ayer & Son, New York.

DONALD S. HARRIS, former account executive of McCann-Erickson, Minneapolis, for the Pillsbury Flour Mills Co. account, has joined the Food Unit of Ruthrauff & Ryan, Chicago.

ESTER D. SIGAL, for 15 years an administrator in the advertising department of Ex-Lax Inc., has resigned, effective Dec. 31, with no future plans announced.

Walker Promoted

ROBERT F. WALKER, account executive of Lord & Thomas, Chicago, since 1935, has been appointed vice-president. Prior to association with Lord & Thomas, where he has been in charge of advertising for Armour & Co., Mr. Walker headed his own agency and served for several years as vice-president and general sales manager of Jewel Tea Co.

Build Mental Attitude For War, LaRoche Urges

CREATION of "the mental attitude that will make for the most successful prosecution of total war", is the challenge facing advertising men, according to Chester J. LaRoche, chairman of the Advertising Council and chairman of the board of Young & Rubicam, New York, speaking last week before the American Assn. of Advertising Agencies at the Medinah Club in Chicago.

Calling upon the advertising industry to apply talents and facilities in explaining total war to all the people, Mr. LaRoche emphasized the importance of advertising as a "mighty weapon of psychological warfare".

Florsheim Joins Blue

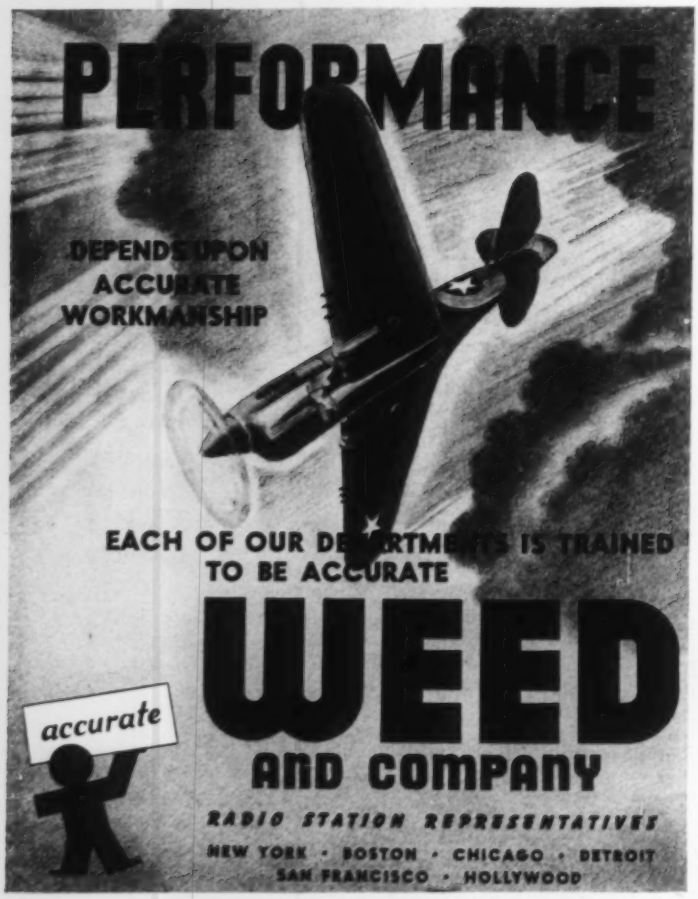
STANLEY C. FLORSHEIM, formerly of the Dan B. Miner Co., Los Angeles, and previously head of his own company, has joined the program department of the BLUE to specialize in promoting the sale of local cooperative programs. Currently, the BLUE has five locally sponsored programs, including *Baukhage Talking; Daily War Journal* with William Hillman; *Roy Porter's News, Scramble* and *Counterspy*, the latter sponsored by Mail Pouch Tobacco Co. on 63 BLUE stations and available to local sponsors on the remaining stations of the network. Mr. Florsheim was at one time with the Wessel Co., Chicago, where he specialized in the development and sale of local cooperative programs.

Ad Club Laughs

WITH C. C. AGATE, advertising manager of Piel Bros., Brooklyn, as chairman, the Dec. 9 luncheon meeting of the Advertising Club of New York was officially designated "Laugh Day" based on a special "program" put on by the cast of *It Pays to Be Ignorant*, sponsored by Piel's on WOR, New York. Tom Howard, George Shelton, Harry McNaughton, Lulu McConnell, the cast, and Roger Bower, producer, were present.

Meldrum to Council

DOUGLAS MELDRUM, for 20 years an executive of N. W. Ayer & Son in this country and abroad, has joined the Advertising Council as project director. Most recently, Mr. Meldrum was general sales manager of the Package & Container Corp., New York, and prior to that was with Ivey & Ellington, Philadelphia.


PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

DO YOU KNOW YOUR IOWA MARKET?

← Get this latest survey now—FREE!

Do you know what station is "listened to most" by 55.7% of the Iowa radio audience? . . . Who writes to radio stations, and why? These and many other questions on a big market are fully answered in the "Iowa Radio Audience Survey". Impartial, informative, helpful. Get yours today, without obligation! Write!

CENTRAL BROADCASTING CO.

916 Walnut St. Des Moines, Iowa

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND · DAVENPORT · MOLINE

"Radio homes coverage?—more than the whole state of Maine."

WHBF

Affiliate: Rock Island ARGUS

Basic Mutual Network

1270 KC FULL TIME

AGENCY Appointments

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), to Gerth-Pacific Adv. Agency, Los Angeles.

ANDERSON-LITTLE Co., Fall River, Mass. (men's clothing), to Bo Bernstein & Co., Providence, R. I. Newspapers, radio and possibly magazines.

CHAP STICK Co., Lynchburg, to Sherman K. Ellis & Co., New York, for a medicated lipstick. Largely magazines until now, future media plans not set.

SPERRY CORP., New York, holding company for Sperry Gyroscope Co., Brooklyn, Ford Instrument Corp., New York, and Vickers Inc., Detroit, and Waterbury, Conn., to Young & Rubicam, New York.

CHICAGO SUN, Chicago, to Leo Burnett Co., Chicago.

CUDAHY PACKING Co., Chicago (food products division), to Grant Adv. Inc., Chicago.

THOMAS RICHARDSON Co., Philadelphia (mints), to Lincoln Rosen Inc., Philadelphia.

PRESS-ON Inc., New York (mending tape), to Reiss Adv., New York. Radio, magazines, trade papers and window display will be used.

LEA & PERRINS Inc., New York (sauce), to McCann-Erickson, New York.

SOCONY-VACUUM Oil Co. Inc., Milwaukee (Wadhams Division), to Compton Adv. Inc., N. Y.

SOCONY-VACUUM Oil Co. Inc., Detroit (White Star-Ohio Division), to Compton Adv. Inc., N. Y.

Ashley Joins Lyons

ARTHUR H. ASHLEY, president of his own advertising agency, Arthur H. Ashley Adv., New York, has joined A. & S. Lyons, New York, talent agency, as vice-president in charge of the radio division. In addition to expanding the agency's package shows and talent list, Mr. Ashley will take over the duties of William Tuttle, who is joining the Army Air Forces this month. The Ashley office will continue its Government work and foreign language series, such as the transcribed programs of "You Can't Do Business With Hitler", now on stations throughout the country.

WALTER CASSELL, Metropolitan Opera baritone, has been selected by E. R. Squibb & Sons, New York, as the singing star of the thrice-weekly CBS program *Keep Working, Keep Singing, America*, succeeding Frank Parker, who made his final appearance on the Dec. 11 broadcast prior to joining the U. S. Maritime Service as a chief bos'n.

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina

Sound Studios Opened

SOUND STUDIOS Inc., Washington, representing Muzak Transcriptions Inc. and General Sound Corp. of New York, formally opened its studios Dec. 11, at the Burlington Hotel, 1124 Vermont Ave. The new studios offer vertical and lateral transcription facilities with eight channels of recordings available. Robert J. Coar, formerly owner and general manager of Broadcast Service Studios, Washington, is president and general manager of Sound Studios.

Writer Enlists

THIRD War Savings staff radio man to enlist in the Naval Reserve in two months is Lloyd Bartlett Dunning, chief copy writer of the radio section, who reported at Princeton U Dec. 11. Dunning, who assumed his Treasury post January 1942, previously worked in the copy department of the J. Walter Thompson and Maxon agencies, New York.

POST-WAR PLANNING
Cecil & Presbrey Consultants —To Appraise Ideas—

TO ASSIST companies which are too busy now with war production to be able to plan for the period following peace, Cecil & Presbrey, New York advertising agency, has established a post-war planning department to be directed by David C. Moss of the investment firm of Moss, Pratt & Co., New York. Eight parttime consultants with outstanding records in particular fields will assist Mr. Moss as a "planning board". They include:

Dr. Donald F. Othmer, head of chemical engineering at Brooklyn Polytechnic Institute; E. R. Mellenger, engineering consultant; John W. Young, mechanical engineer; Joseph F. Platt, industrial designer; Orson D. Munn, patent attorney and president of *Scientific American;* Hearn W. Streat, former vice-chairman of the board, Blair & Co., investment bankers; Howard L. Wynegar, president of Commercial Credit Co., for consultation on sales financing, and L. F. Triggs, merchandising counsel for Cecil & Presbrey.

Sales Plan Offered

A PLAN for broadcast sales promotion was presented by Bill Wright, of Stovin & Wright, Toronto station representatives, at the joint luncheon meeting December 7 of the Broadcast Sales Club of Toronto and the directors of the Canadian Assn. of Broadcasters at Toronto. The joint luncheon was held in conjunction with the meeting of the CAB board of directors from all parts of Canada. The sales promotion plan in the form of a scenario for a film was drawn up by Bill Wright and Jack Part of Mason's United Advertisers Agency, Toronto. The luncheon was attended by about 40 broadcasters, agency and station representatives, with Glen Bannerman, CAB president, presiding.

It would take a Z ration card . . .

. . . to follow Martha Brooks on the radio visits she makes every day.

Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nosey gal who isn't content to stay in her own primary airea. She goes out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day tussle recently between Martha and 4490 letters and cards received during that time.

P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

★ the airea's only 50,000-watt station

★ the airea's lowest frequency

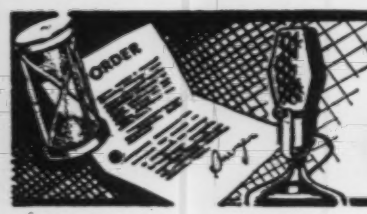
★ the airea's only outlet for those popular NBC programs

WGY-777

WGY

GENERAL ELECTRIC

Represented Nationally by NBC Spot Sales Offices



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOWO-WGL, Fort Wayne

Gilbert Shoe Co., Thiensville, Wis., 300 *sa*, direct.
Seeck & Kade, New York (Pertussin), 78 *t*, thru Erwin, Wasey & Co., N. Y.
Centlivre Brewing Corp., Fort Wayne, 250 *ne*, 624 *sp*, thru Westheimer & Co., St. Louis.
Chicago Sun, Chicago, 21 *sa*, thru Wade Adv. Agency, Chicago.
Terre Haute Brewing Co., Terre Haute, Ind. (Champagne Velvet beer), 25 *t*, direct.
Vick Chemical Co., New York (Vapo Rub), 195 *t*, thru Morse International, N. Y.
Morton Salt Co., Chicago, 30 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Sears-Roebuck & Co., Chicago (toys), 13 *sp*, direct.
Allis-Chalmers Mfg. Co., Milwaukee (farm machinery), 3 *sa*, thru Bert S. Gittens, Milwaukee.
Luden's Inc., Reading, Pa. (cough drops), 24 *sa*, thru J. M. Mathes Inc., N. Y.
Gibson Inc., Kalamazoo, Mich. (Casite), 65 *t*, direct.
Dairy Assn. Co., Lyndonville, Vt. (Kow-Kare), 78 *t*, thru Hays Adv. Agency, Burlington, Vt.
Reid, Murdock & Co., Chicago (Monarch foods), 364 *sa*, thru Rogers & Smith, Chicago.
Pet Milk Sales Corp., St. Louis, 104 *t*, thru Gardner Adv. Co., St. Louis.
Lincoln Natl. Bank & Trust Co., Fort Wayne, 29 *sp*, direct.
Hubinger Co., Keokuk, Ia. (starch), 13 *sa*, thru Ralph Moore Inc., St. Louis.
Stark Sound Engineer Corp. (radio school), 7 *sa*, 1 *t*, direct.
Carter Products Inc., New York (little liver pills), 156 *t*, thru Ted Bates Inc., N. Y.

WNEW, New York

Rogers Department Store, New York, 5 *ne* weekly, 16 weeks, thru Callo, McNamara & Schoeneick, N. Y.
American Tobacco Co., New York (Lucky Strike cigarettes), 6 *sp* weekly, 13 weeks, thru Lord & Thomas, N. Y.
RKO Pictures, New York ("The Cat People"), *sa*, thru Donahue & Coe, N. Y.
Paramount Pictures, New York ("Palm Beach Story"), *ta*, thru Buchanan & Co., N. Y.
N. Y. Journal American, New York, *sa*, direct.
Newark Star Ledger, Newark, N. J., *sa*, thru Scheck Adv., N. Y.

KGNF, No. Platte, Neb.

Paxton & Gallagher, Omaha (canned goods), 6 *ne* weekly, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.
Procter & Gamble Co., Cincinnati (Duz), 20 *ta*, thru Compton Adv. Agency, N. Y.
Red Top Brewing Co., Cincinnati, 4 *ta* weekly, 4 months, thru Jesse M. Joseph Adv. Agency, Cincinnati.
Miles Labs. Inc., Elkhart, Ind. (Alka-Seltzer), 4 *t* weekly, 1 year, thru Wade Adv. Agency, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (laxative senna), *ta* daily, 11 weeks, thru Sherman & Marquette, N. Y.
Morton Salt Co., Chicago, 30 *ta*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
United Drug Co., Boston (Rexall drugs), 14 *ta*, thru Street & Finney, N. Y.
Sidles Co., Lincoln (Casite oil), 52 *ta*, direct.

WSAU, Wausau, Wis.

Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, 52 weeks, thru Compton Adv., N. Y.
Chicago, Milwaukee, St. Paul, and Pacific R. R., Chicago, 13 *t*, thru Roche, Williams & Cunnyngham, Chicago.
Manhattan Soap Co., New York, 104 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Morton Salt Co., Chicago, 30 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Rit Products Corp., Chicago (dyes), 112 *t*, thru Earle Ludgin Inc., Chicago.
Wisconsin Dept. of Agriculture, 7 *sa*, thru Bert S. Gittins Adv., Milwaukee.
Willard Tablet Co., Chicago, 3 *ne* weekly, 10 weeks, First United Broadcasters, Chicago.
Simon & Schuster, New York (publishers), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WHN, New York

Hearn Dept. Stores, New York, weekly *sp*, 65 weeks, thru Milton Rosenberg, N. Y.
P. Lorillard Co., New York (Old Gold), *sa*, 17 weeks, thru J. Walter Thompson Co., N. Y.
Consolidated Drug Trade Products, Chicago (Peruna, Kolor-Bak), 6 *t* weekly, 13 weeks, thru Benson & Dall, Chicago.
Admiracion Labs., Harrison, N. J. (Shampoo), *sa*, 20 weeks, thru Chas. Dallas Reach Co., Newark, N. J.
Vick Chemical Co., New York (Vitamins Plus), *sa*, 13 weeks, thru Morse International, N. Y.

WIND, Chicago

Gruen Watch Co., Cincinnati, 14 *sa* weekly, 52 weeks, thru McCann-Erickson, Chicago.
E. J. Brach & Sons, Chicago (candy), 5 *sa* weekly, 13 weeks, thru U. S. Adv. Corp., Chicago.
Esquire, Inc., Chicago (*Coronet* magazine), 36 *sa*, thru Schwimmer & Scott, Chicago.

KHJ, Hollywood

Quaker Oats Co., Chicago (Aunt Jemima), 5 *t* weekly, thru Sherman K. Ellis & Co., Chicago.
Sunny Sally Vegetable Growers, Vernon, Cal., (packaged salad vegetables), 3 *sp* weekly, thru T. Tyler Smith Adv. & Mdsg., Hollywood.
Thomas Leeming & Co., New York (Baume Bengue), 10 weekly *ta*, thru William Esty & Co., N. Y.
Allcock Mfg. Co., Ossining, N. Y. (porous plaster), 3 weekly *ta*, thru Small & Sieffer, N. Y.
F. & J. Gallo Winery, Modesto, Cal. (wine), weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.
Purex Corp., Los Angeles (bleaching solution), 3 weekly *sp*, thru Lord & Thomas, Los Angeles.
E. Fougera & Co., New York (Vapex), 30 *sa*, thru Spot Broadcasting Inc., N. Y.
Beaumont Labs., St. Louis (4-way cold tablets, vitamins), 2 weekly *ne*, thru H. W. Kastor & Sons Adv., Chicago.
McIlhenny Co., Avery Island, La. (tobasco sauce), 5 weekly *ta*, thru Aubrey, Moore & Wallace, Chicago.
Bohemian Distributing Co., Los Angeles (Acme beer), 113 *ta*, thru Brisacher, Davis & Staff, Los Angeles.
Broadway Dept. Stores Inc., Los Angeles, 6 *sa* weekly, thru Lee Ringer Adv., Los Angeles.

KLX, Oakland

Montgomery Ward & Co., Oakland, 8 *sa* weekly, direct.
Sears Roebuck & Co., Oakland, 52 *sa*, direct.
Scudder Food Products, Los Angeles (peanut butter, potato chips), 104 *t*, thru Brisacher, Davis & Staff, Los Angeles.
Laher Spring & Tire Corp., Oakland (Lasco brake relining), 312 *sa*, thru the Lyon Agency, San Francisco.
Mor-Wear Paint Co., Oakland, 7 *sa* weekly, thru Ryder & Ingram, Oakland.
Beneficial Casualty Ins. Co., Los Angeles, 6 *ne* weekly, thru Stodel Adv. Co., Los Angeles.
Wm. Wise & Co., New York (*Modern Home Physician*), 3 *t* weekly, thru Huber Hoge & Sons, N. Y.
Pacific Telephone & Telegraph Co., San Francisco, 3 *sa* weekly, direct.
Federal Outfitting Co., San Francisco (clothing chain), 6 *ne* weekly, 1 year, thru Allied Adv. Agencies, San Francisco.
Maryland Pharmaceutical Co., Baltimore (Rem), 6 *sa* weekly, 6 months, thru Joseph Katz Co., Baltimore.
Westland Life Insurance, 5 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

WABC, New York

Kibblets, Newark (dog food), weekly *sa*, thru Al Paul Lefton Co., N. Y.
Barbasol Co., Indianapolis, 6 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

WGY, Schenectady

Lever Bros., Cambridge, Mass. (Rinso), 8 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Lehn & Fink Products Corp., New York (Hinds honey & almond cream), *ta* & *sp*, 6 weeks, thru Wm. Esty & Co., N. Y.
American Pop Corn Co., Sioux City, Ia., *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
United Drug Co., Boston, Mass. (Rexall products), *t*, thru Street & Finney, N. Y.
Mother Hubbard Products, New York (Golden Center wheat germ), *sa*, thru H. C. Morris & Co., N. Y.
New York State Savings Bank Assn., New York, 66 *sa*, thru Ruthrauff & Ryan, N. Y.
Simon & Schuster, New York (income tax book), 6 *sp*, thru Northwest Radio Adv., Seattle.
Reid, Murdoch & Co., Chicago (Monarch foods), 6 *sa* weekly, 1 year, thru Rogers & Smith, Chicago.
Chris Hansen Labs., Little Falls, N. Y. (Rennet products), 3 *sp* weekly, 4 months, thru Mitchell-Faust Adv. Co., Chicago.
McKesson & Robbins, Bridgeport (Bexel), 3 *ne* weekly, 3 months, thru J. D. Tarcher & Co., N. Y.
Seeck & Kade, New York (Pertussin), 5 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Macfadden Publications Inc., New York, 8 *sa* daily, thru Arthur Kudner Inc., N. Y.
Allis Chalmers Mfg. Co., Milwaukee (farm machinery), 3 *sa* daily, thru Bert S. Gittins, Adv., Milwaukee.

WHK-WCLE, Cleveland

Garrett & Co., New York (Virginia Dare wines), 156 *ta*, thru Ruthrauff & Ryan, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 222 *ta*, thru Ruthrauff & Ryan, N. Y.
Block Drug Co., New York, 260 *sa*, thru J. Walter Thompson Co., N. Y.
M. Werk Co., Cincinnati (Werx, Tar soaps), 21 *t*, thru Frederick W. Ziv Inc., Cincinnati.
Socony-Vacuum Oil Co., New York (floor wax), 90 *ta*, thru J. Stirling Getchell, Detroit.
Plough Inc., Memphis (St. Joseph's Aspirin), 11 *ta* weekly, six months, thru Lake-Spiro-Shurman, Memphis.
Coronet Magazine, Chicago, 52 *ta*, thru Schwimmer & Scott, Chicago.
McIlhenny Co., Chicago (tabasco sauce), 104 *ta*, thru Aubrey, Moore & Wallace, Chicago.
The Pepsodent Co., Chicago (tooth brush), 48 *sa*, thru Lord & Thomas, Chicago.

WOR, New York

Barbasol Co., Indianapolis (shave cream), 2 *ne* weekly, thru Erwin, Wasey & Co., N. Y.
Graham Co., New York (Red Bow Food Products), *sa*, 52 weeks, thru Blaine-Thompson Co., N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 2 *sp* weekly, thru Russel M. Seeds Co., Chicago.

WOL, Washington

Joseph Burnett Co., Boston (flavoring extracts), *sa*, thru H. B. Humphrey Co., Boston.
Thos. Leeming & Co., New York (Baume Bengue), *sa*, thru Wm. Esty & Co., N. Y.
Gotham Silk Hosiery Co., 3 *sp* weekly, direct.

A message always means more when it's introduced by a friend.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.

Rings the bell every time
(KGIR-KRBM-KPFA—the Z Net)

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

COCILANA Inc., Brooklyn (Cocilana Cough Nips), on Dec. 3 started sponsorship of Johannes Steel, news commentator, on WIP, Philadelphia, scheduled on Thursdays and Saturdays at 9:30 p.m. for 15 minutes. The broadcasts originate at WMCA, New York, and fed by special line to WIP for the local sponsorship. Placed through Al Paul Lefton Agency, Philadelphia.

ITALIAN SWISS COLONY, Asti, Cal. (wine), in a pre-Christmas campaign during December, is sponsoring twice-weekly, Fulton Lewis jr., commentator, on 3 Don Lee-Mutual mountain stations (KOVO KEUB), Tuesday, Thursday, 5-5:15 p.m. (MWT) and KLO, 9-9:15 p.m. (MWT). Leon Livingston Adv., San Francisco, has the account.

SHUTTER CANDY Co., Chicago, thru Roche, Williams & Cunnyngham, Chicago, is using time signals six times a week on WBBM, Chicago, for nine weeks which started Dec. 1.

CONSOLIDATED MERCHANTS, Los Angeles, placing direct, in a campaign which started Dec. 3 to promote a gasoline saving device is currently sponsoring five participations five-times weekly in *Rise & Shine* on KHJ, Hollywood. Contract is for 13 weeks.

CRAWFORD CLOTHES, New York, men's clothing stores, has renewed for 52 weeks its schedule on WMCA, New York, totaling over nine hours of time weekly. Crawford uses straight and dramatized news for over half of its schedule, the remainer consisting largely of recorded music programs. Renewal was effective Dec. 7. Agency is Al Paul Lefton Co., New York.

ROYAL CROWN COLA Co., Boston (beverage), started Dec. 14 on WORL, Boston, a five-weekly ten-minute newscast, *Spilling the Beans*, featuring Joseph F. Dinneen, author and columnist of the *Boston Globe*. David Malkiel Adv. Agency, Boston, handles the account.

ALTA WINERY, Dinuba, Cal., (St. Charles wine), in a 52-week campaign which started Dec. 7 is sponsoring a thrice-weekly quarter-hour sportscast featuring Sam Balter on KHJ, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.

MINALL LABS., Pasadena, Cal. (breakfast cereal), new to radio, in a 13-week test campaign which started Dec. 4, is sponsoring thrice-weekly participation in *Priscilla Alden*, woman's program, on KPAS, that city.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

BELL TELEPHONE Co. Ltd., Montreal, has started a test campaign on CHRC, Quebec, to urge people to look up telephone numbers in the telephone book rather than taxing unnecessarily the services of the telephone information service and thanking telephone users for their cooperation. The campaign is expected to be used in other cities as well. Account is placed by Cockfield, Brown & Co. Ltd.

CANADIAN PACKERS Ltd., Toronto (various products), has started daily quarter-hour newscasts on CJGX, Yorkton, Sask.; five-minute newscasts on CKBI, Prince Albert, Sask.; and five-minute *On The Farm Front* program on CKCA, Kenora, Ont. Account was placed by Cockfield, Brown & Co. Ltd., Winnipeg.

HAWTHORNE MELODY Farms Dairy, Chicago (dairy products), has placed a series of half-minute transcribed spot announcements on WIND, WCFL and WJJD, Chicago, and six station break announcements weekly on WBBM, Chicago. Agency is Harry E. Clark Adv., Chicago.

Correction

IN AN ITEM about a new program series sponsored by Sachs Quality Furniture Inc., New York, on WMCA in that city appearing in BROADCASTING, Dec. 7, Neff-Rogow Co., New York, was erroneously listed as the agency handling the account. Company places its advertising direct.

ALFRED BUSIEL, head of Lady Esther Co. (cosmetics), Evanston, Ill., sponsoring the weekly half-hour *Screen Guild Players* on 116 CBS stations, is headquartering in Southern California for the winter.

IT PAYS TO ADVERTISE ON THE SPOT ...with SPOTS!

JOHN BLAIR & COMPANY

NATIONAL RADIO STATION REPRESENTATIVES

CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES

The Best Programs in the World ARE ON WMAQ

CONSEQUENTLY . . .

The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.

OBVIOUSLY . . . . .

The first station in Chicago is

WMAQ

THE STATION MOST CHICAGOANS LISTEN TO MOST

For further information, write or telephone your nearest NBC representative.

Studio Notes

MIMEOGRAPHED news letter, slugged "The Mail Bag", is being issued monthly and sent to 87 former CBS Hollywood employes now in the armed forces in this country and abroad. Inaugurated recently with Frances Farmer Wilder, West Coast director of education as editor, the red and blue bordered 10-page mailing piece contains news and gossip from the network staff as well as excerpts from missives written by the servicemen themselves. News letter will be a regular monthly feature for the war's duration.

HEEDING THE Government's plea for paper conservation, WHEB, Portsmouth, N. H., is combining the usual Christmas greetings from operating and talent staff and station representatives, with its December program schedule, which bears appropriate holiday decorations.

WTOL, Toledo, covered the meetings of the American Vocational Assn., with seven broadcasts for which national education figures were brought to the microphone. These included J. Clyde Marquis, advisor, Office of Foreign Agriculture Relations, J. C. Wright, Asst. Commissioner for Vocational Training and Harry A. Jager, chief of the Occupational Information and Guidance Service of the Office of Education.

W69PH, FM adjunct of WCAU, Philadelphia, has arranged to carry the productions of the Philadelphia Opera Co. from the Academy of Music. The grand operas are presented in English and the entire opera is broadcast.

WIND, Chicago, has signed for International News Service, in addition to Associated Press and Trans-Radio, to supply the 44 daily newscasts.

THREE STATIONS to sign recently for the special AP radio wire of Press Assn., are WORD, Spartanburg, S. C.; KABR, Aberdeen, S. D.; WTAD, Quincy, Ill.

Too Many Orders

H. COOK Sporting Goods Co., Albuquerque, sponsoring football scores on KOB, Albuquerque, discovered that ducks are plentiful and ammunition scarce in the Southwest. The sponsor had to discontinue advertising guns and ammunition because it was deluged with mail orders. A California listener offered to pay $40 express charges on two cases of ammunition.

KEX, Portland, Ore., is promoting the "Top 10% by New Years" War Bond drive with a half-hour dramatic-musical program titled *Everybody, Every Payday*. Dramatic sequences portray the sacrifices of the men in the armed forces and the advantages of saving through bond purchases.

WHO's sixth annual Radio Co... Festival was slated for Dec. 12 in ... lobby of the Hotel Kirkwood. Ca... and seed corn awards valued at ... than $350 were offered, with ... buyers cooperating. Among WH... users taking part were: Hi-Bred Co... Co., Des Moines; DeKalb Agricultu... Assn., DeKalb, Ill.; Vinton Hy... Corn Co., Vinton, Ia.; Funk Bro... Hybrid Corn Co., Bloomington, I...

TO HANDLE state and regional ne... of the upper plains and Great La... area, Press Assn. has set up a ra... news bureau in Minneapolis. PA r... gional bureaus have also been est... lished recently at Omaha and Ba... more. WSAN, Allentown, Pa., BL... and Quaker Network affiliate, has ... announced acquisition of the speci... AP radio wire of Press Assn.

WOR'S child entertainer, "Uncle Don", sold War Bonds and Stamps to his listeners at the new War Bond Square in Manhattan, last Saturday, designated as "Uncle Don Day." Purchasers were invited to make recordings of their voices, to be mailed free of charge to friends or relatives in the armed forces.

WGN, Chicago, has started a 25-minute afternoon Monday through Friday program titled *Open House With Johnnie Neblett* featuring philosophy and informal observations.

Clarence Roberts

CLARENCE ROBERTS, 52, editor of *The Farmer-Stockman* for 16 years, affiliated with KVOR, Colorado Springs, WKY, Oklahoma City, and KLZ, Denver, died from asthma Dec. 4, after a year's illness. Mr. Roberts was a student of cooperative marketing; a director of the Federal Reserve Bank in Kansas City, and was frequently called to Washington as a consultant of the AAA.

Mass Induction Via Radio

MADE POSSIBLE through radio the largest induction ceremony ever held in military history was broadcast Dec. 7, anniversary of Pearl Harbor, when 2,000 young men in radio studios in 128 cities across the country and in Honolulu took their oaths as naval aviation cadets simultaneously via NBC. Lt. Comdr. Albert F. Rice, officer in charge of the naval aviation cadet selection board, New York district, administered the oath from the stage of the Vanderbilt Theatre, New York, during the 7 p.m. broadcast of Fred Waring's *Pleasure Time*. Some 300 inductees were present while similar groups took the oath before microphones throughout the country.

NEW FACES of 1943

New faces step into private offices all over the country as Uncle Sam calls executives to his service. Radio station sales problems become more complex, more numerous.

A sales engineer moves over to advertising responsibilities . . . a company official takes added duties as sales manager . . . an executive moves into a new field . . .

These men, conditioned by developments to the importance of acquiring quickly the new knowledge demanded of them, know that obsolescence in advertising can be costly.

And, so, many of them are joining the large army of subscribers to PRINTERS' INK. This magazine meets their needs for practical information on advertising, management and sales methods. It will meet your needs as a low-cost, clear-channel route to your hottest sponsor-prospects. Add this "salesman" to your staff now!

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

205 EAST 42ND STREET • NEW YORK, N. Y.

Radio networks and stations using Printers' Ink during the first eleven months of 1942

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
KDKA, PITTSBURGH
KFEL, DENVER
KJR, SEATTLE
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCKY, CINCINNATI
WCOP, BOSTON
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WJR, DETROIT
WJSV, WASHINGTON
WJWC, CHICAGO-HAMMOND
WJZ, NEW YORK
WKBW, BUFFALO
WLIB, NEW YORK
WLS, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAM, CLEVELAND
WTAR, NORFOLK
WTRY, TROY
WWL, NEW ORLEANS

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

FOREIGN-LANGUAGE STATION WHOM, Jersey City, points with pride to the fact that its listeners since Labor Day have purchased more than $1,250,000 worth of War Bonds, sold through its foreign-tongue programs, with four staff women devoting fulltime to this chore. Top photo (l to r): West W. Willcox, assistant manager; Joseph Lang, general manager; Arnold Jaffe, director of Yiddish programs. Bottom row: Frieda Schneider, War Bond purchaser; Casimir Jarzebowski and Mrs. Jarzebowski, who sold about $400,000 worth on their *Polish Hour* alone; George Orzazewski, also of the *Polish Hour*.

Radio Sponsors Named By Advertising Council

THE Advertising Council last week announced the formation of a subcommittee of radio advertisers to work with the Council's agency radio advisory committee in cooperation with the Office of War Information. Members of the new committee are: Charles G. Mortimer Jr., General Foods Sales Co., chairman; Robert Brown, Bristol-Myers Co.; William A. Hart, E. I. duPont de Nemours & Co.; William Ramsey, Procter & Gamble Co. They will serve as individuals and not as representatives of their companies, in line with the policy which the agency group adopted at its inception, the Council reported.

Members of the agency radio advisory committee are: Heagan Bayles, Ruthrauff & Ryan, chairman; John Carter, Pedlar & Ryan; William A. Fricke, AAAA; John Hymes, Lord & Thomas; John Mullen, Benton & Bowles; Arthur Pryor Jr., BBDO; Hubbell Robinson, Young & Rubicam; R. J. Scott, Schwimmer & Scott, and A. K. Spencer, J. Walter Thompson Co.

NBC Shortwave Service

NBC is currently shortwaving a total of 35 hours a week of news and entertainment to American servicemen stationed abroad. More than 30 news broadcasts and over a dozen sports features are included in the programs, which are arranged as complete, hour-long units designed to offer the greatest possible variety in a limited period. NBC's English language programs for men in the armed forces are beamed eastward via WBOS, from 1:45-15 p.m. and over WNBI from 12:15 to 6 p.m.

Peek for Stamps

AS STIMULANT during a one-day War Bond sales rally, CBS Hollywood, on Dec. 10 displayed in its forecourt the two-man Japanese suicide submarine captured at Pearl Harbor. Portholes cut in the sides of the "Tojo cigar", which is virtually a crew-controlled giant torpedo, afforded an interior view for purchasers of War Bonds and Stamps. Forty-ton sub is currently on national tour under direction of the Treasury.

Bacus Joins Navy

ROY BACUS, commercial manager of WBAP-KGKO, Fort Worth, for two years, has been commissioned a lieutenant (j.g.) in the Naval Reserve and ordered to report for active duty at the Naval Training Station at the U of Arizona, Tucson. George Cranston, manager of the station, simultaneously announced promotion of H. R. Turner, of the sales staff, to succeed Lt. Bacus. Mr. Turner has been with the stations for the past year-and-a-half, after having been for 20 years on the sales staff of General Motors Corp. and assistant manager of General Motors Acceptance Corp. Lt. Bacus was a Texas newspaperman before entering radio.

SAM HAYES, noted West Coast news commentator, recently presented his 1,000th news broadcast for his sponsor, Sperry Flour Co., subsidiary of General Mills. His program is heard daily over NBC network on the Coast.

COOPERATIVE PICKUPS

Wartime Plan for Remote Jobs Effects Savings

COOPERATIVE COVERAGE of all special events on remote pickup for the Philadelphia stations as a means of conserving equipment and manpower is proposed by Jack Steck, director of public relations of WFIL. Other stations have signified interest in the plan. Instead of each station sending out its mobile unit to cover a special event, it is proposed that only one station be assigned to make the pick-up, feeding it to all the other stations.

No station mention would be made by the announcers covering the event, call letters being cut in at the studios by the individual stations. Expenses would be shared equally by the participating stations and each station with a mobile unit will take turns in covering the various events.

Apart from the conservation element, the plan allows for a better coverage of all special events in the city, especially in connection with Government and patriotic drives. As a result of shortages in engineers, it has often been impossible for a station to spare an engineer from the control room to make a desired pickup. In addition, rationing of tires and gasoline looms as an important factor in scheduling remote pickups of the outdoor events. Moreover, the smaller stations will be able to enjoy the same advantages in technical and announcing facilities as the larger stations, which would take turns in making the pickups. Stations unable to clear time for the special events will cut their own records for rebroadcasts.

Clapper on Shortwave

RAYMOND CLAPPER, MBS commentator sponsored by General Cigar Co., New York, after the first of the year will start a series of weekly news broadcasts to be shortwaved to Latin America on the San Francisco shortwave outlets KWID and KGEL. Asked to take the assignment by the Office of the Coordinator of Inter-American Affairs, Mr. Clapper will give the talks by phone from Washington to San Francisco, where they will be recorded for rebroadcast. Aim of the series is to reach the English speaking residents of Latin America, as well as the United States citizens residing there.

Personalities that SELL... ...KEEP ADVERTISERS SOLD

Says JOHN McDOLE:
(Sun Ray Cleaners)
"We have opened as many as forty-five new accounts in one week . . . as many as ten calls directly following our participation on your program."
Using Helen Watts Schreiber, KSO

Says J. E. TONE:
(Tone's Coffee)
"The news program really gave Tone's Pressure Pack Coffee its greatest momentum right from the start with the first week's broadcast."
Using News, KRNT

Says W. H. BISHOP:
(Mrs. Clark's Dressing)
"This may sound surprising—but in the 13 weeks we have been on the air, our sales on this item have increased over 600%."
Using News, KSO

Nothing succeeds like success and the success of KSO-KRNT in selling should be considered when buying radio time in Iowa

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

ILLINOIS?
For a big chunk of it, use the DECATUR station,
250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?
WSOY

NOTED ANALYSTS SUB FOR WINCHELL

ALTHOUGH no permanent replacement has been decided upon for the Sunday 9-9:15 p.m. period on the BLUE during the leave of absence of Lt. Com. Walter Winchell, Andrew Jergens Co., Cincinnati, has presented for the past two Sunday evenings three noted commentators on a special program *Three-Thirds of the News* [BROADCASTING, Dec. 7]. The editorial trio includes Baukhage, John Gunther and Robert St. John. Future programs for the quarter-hour period have not been determined, according to Lennen & Mitchell, New York, agency in charge.

Jergens did decide one replacement program last week, however, announcing that *Mr. & Mrs. North*, based on the Lockridge stories in the *New Yorker* magazine, would definitely replace *The Adventures of the Thin Man* Dec. 30 on NBC. The company is still considering plans to replace *The Parker Family*. BLUE program heard Sundays 9:15-9:30 p.m., with a quarter-hour of Hollywood gossip by Hedda Hopper.

GM News Plan

GENERAL MOTORS Corp. (Chevrolet Motor Division), Detroit, is considering a quarter-hour newscast twice a week as an institutional series for Chevrolet. Company has signed John B. Kennedy as newscaster pending network clearance. Campbell-Ewald, Detroit, is agency.

WITNESSES GALORE were present (unseen), as Jack Starr, sports editor of KXOK, St. Louis, was sworn in as a member of the U. S. Navy. Taking part in the induction ceremonies were (l to r): Arthur E. Kaye, business manager of *Star-Times;* Oscar E. Zahner, vice-president of Ruthrauff & Ryan; Lt. Charles K. Saltsman, Navy recruiting officer, St. Louis; Mr. Starr; Clarence G. Cosby, sales manager, KXOK; Roy Shannon, advertising manager, Griesedieck Bros., sponsor of Starr's programs.

RADIO ON THE FARM FRONT

Letters to AMA Radio and Market News Section Cite Aid to Farmer's War Effort

THE VITAL part radio is playing in wartime farming in the United States has been revealed in letters to Elwyn J. Rowell, chief of the Radio and Market News Section of the Agricultural Marketing Administration, from farm directors of radio stations and networks.

"Radio in wartime, as far as the farmer is concerned, is of untold value," writes William E. Drips, director of public service, central division, BLUE Chicago. "With a scarcity of help farmers have had to stay at home more than ever and likewise with tire restrictions and now, gasoline rationing, they have to depend on the airwaves for first-hand information. I personally feel that radio is doing and can do an outstanding service, can bring information quickly to every farmer in the country.

"It behooves every farm operator to know, for example, what products are in demand, such as those being bought in quantities by Lend-Lease and AMA, and without radio to give this first-hand information and explain to him the need for greater production, things might be decidedly different."

Kentucky Praise

John F. Merrifield, agricultural coordinator of WHAS, Louisville, relayed to Mr. Rowell the comments of farm officials in the Kentucky area.

L. F. Skeffington, manager of the Livestock War Emergency Service Council at Louisville's Bourbon Stockyards, praised the work of WHAS. "Farmers all over the Bourbon Stockyards area have repeatedly told me of the important part radio broadcasts from WHAS gave in their war effort. Livestock shippers, livestock truckers, and livestock handlers have been kept closely advised of every marketing order issued, every ODT order issued, and of every price fluctuation, and have thus been able to do a more orderly job of supplying the foods needed to carry on the war effort. This service does not confine itself to livestock and livestock problems alone; but to every other agricultural commodity as well!"

The WHAS campaigns for hemp production and hog staggering were lauded as of definite value in wartime by M. D. Royse, chairman of the Kentucky Agricultural Conservation program and the Kentucky Agricultural War Board; and Cecil Embry of Tatum-Embry Livestock Commission Co. of Louisville.

From C. M. East, County Agricultural Agent of Floyd County, Indiana: "The farm labor shortage in this area is acute. But it could be a lot worse, were it not for the type of radio programs being broadcast by your station (WHAS). Through these programs several farmers have been able to use their equipment and their available manpower much more efficiently. However, the need for more help is still alive."

Inspiration to Youth

A 4-H Club leader at the College of Agriculture, U of Kentucky, J. D. Whitehouse, said: "Farm radio programs have proven to be of vital importance since the start of the national emergency in that they have inspired the young people to greater effort."

Describing the service to farmers given by WSB, Atlanta, Mr. Prance, the station's farm director, writes: ". . . our information directed toward the farmers involves a great variety of crops and livestock which are included in your Lend-Lease purchases, dehydration, livestock and ceiling prices, marketing orders and operations. And, of course, each is supplied in season with market reports. I don't think any of these groups could function properly without the timely information they receive from radio on market, ceiling prices, Lend-Lease or marketing orders—in peace time or war time, and of course, it's more important in war time."

Map above depicts December Forecast, United Business Service, Boston

BUSINESS→
is
BOOMING
in the
WHEB
AREA

Capudine Reply Den... Charges Made by F...

ANSWER of the Capudine Che... cal Co., Raleigh, N. C. (Hi... Liquid Capudine), to a Fed... Trade Commission complaint f... Oct. 21, has been received by t... Commission, the FTC announ... last week. The firm was one of ... headache powder and medic... remedy firms cited.

Capudine denied that it d... seminated misleading advertisi... declared that FCC quotations fr... its ads "were not typical"; insist... that it includes full and compl... directions and cautionary sta... ments on its label. Answers fr... three of the six firms, due Dec. ... had not yet been received by t... FTC last Friday.

Grove Rumor Spiking

GOVERNMENT agencies will su... ply accurate answers to At... inspired rumors in a rumor-spik... series launched on WOR, N... York, Sunday, Dec. 6, by Gro... Labs., St. Louis, on behalf o... Bromo-Quinine. Program format ... the weekly broadcasts, titled *Th... Rumor Detective*, featuring Th... man Harper, has been officially s... proved by the OWI, which has ma... an exhaustive survey of thousan... of rumors that have been spre... throughout the country since th... outbreak of the war. The progra... is part narration, part dramatiz... tion of false rumors, with the ge... eral policy of making the answe... to the rumor more exciting tha... the rumor itself. Grove's has ju... launched a twice-weekly progra... on WOR, titled *Melody Lane*. Age... cy, Russell M. Seeds Co., Chica...

Evening Listening Found Increasing

But Daytime Quarter-Hours of Nets Are Showing Decline

"SUBSTANTIAL upswing in nighttime audiences from the 1941 level" during July, August and September, is reported by the Cooperative Analysis of Broadcasting in its review on "Radio Listening—Third Quarter 1942," issued last week, which notes a gain of 7% in the average ratings of evening network programs. This trend is reversed for daytime listening, however, as the CAB discovered the average ratings of quarter-hour daytime network programs dropped 7% during the three-month period. "Whether the shift is the beginning of a definite trend or whether it was a mid-summer interlude awaits the conclusions that can be drawn from future reports," the CAB states. "The stimuli that affected listening, curving the nighttime level upward and the daytime level downward, can be rationalized as the result of gasoline rationing, increased employment, and so on. Isolation of the actual reasons, however, requires exacting research which is outside the scope of regular audience measurements."

Interested in News

The CAB also found the interest in news programs far greater last summer than during the summer of 1941, with a rise in news listening "even larger than the spurt in listening to such programs that took place in the months immediately after Pearl Harbor."

High-ranking special events of the third quarter included the broadcasts of Cordell Hull, Secretary of State, on July 23, which scored a rating of 34; Prime Minister Winston Churchill's address shortwaved from England Aug. 24, rating 26.1, and President Roosevelt's cost-of-living talk Sept. 7, which was credited with a rating of 55.8.

JOHN W. VANDERCOOK, NBC news commentator, has been signed by Columbia Pictures to handle the commentary for a short feature on the North African situation. Booking was by National Concerts & Artists Corp.

WNAX Girl Newscaster

WYNN HUBLER, women's director of WNAX, Yankton, S. D., has started a new mid-morning newscast. Using the services of Associated Press and the United Press, Miss Hubler gives an individual analysis of the news, together with a factual summary, every morning at 10. Miss Hubler is a pioneer in this field, being one of the first women newscasters in the Northwest.

Miss Hubler

THE *Chicago Sun*, morning newspaper published by Marshall Field, has appointed Leo Burnett Co., Chicago, to handle radio, billboard and newspaper promotion. The radio program, *Jolly Joe and His Pals*, daily quarter-hour reading of the comics on WBBM, Chicago, will continue to be placed through Wade Adv. Agency, Chicago.

SERVICES REVISING BROADCAST PLANS

WHEN ALL enlistments were halted recently by Executive Order of President Roosevelt, it became apparent that use of the broadcast medium by the Army, Navy and Marines would be affected to an extent not clear among radio officials of the three armed forces.

It was considered likely that use of spot announcements would be reduced, since their primary purpose was in recruiting. However, Navy spots will continue on behalf of youths between 17 and 18, specialists and the Woman's Reserve. Army and Marine officials were not clear on the exact use of spots, since their policies have not yet crystalized.

All three service units were emphatic, however, about their use of other time, stating that programs previously utilized for recruiting would now be used to tell the story of each branch of service, its history and its present day problems.

BMI, SPA Dickering

NEGOTIATIONS between BMI and the Songwriters Protective Assn. towards acceptance by the broadcasters music organization of the basic SPA agreement are approaching a conclusion, it was reported last week, with BMI ready to sign if SPA will waive its prohibitions on bulk deals and television rights, both of which would conflict with commitments already made by BMI. Allowance for sale of rights in bulk has previously been made by SPA for ASCAP publishers, so it is expected to present no undue difficulty in the case of BMI.

Swing Candy Spots

E. J. BRACH & SONS, Chicago (Swing Candy Bar), has placed one and five-minute transcribed musical announcements on WBBM WMAQ WIND WCCO KMOX KMBC WISH WGAR WLW WXYZ WTMJ, featuring harmonica talent. Agency is U. S. Adv. Corp., Chicago.

Stowin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG TORONTO

Best bet . . .

for Building Sales!

Like loaded dice (but for a different reason), KFYR pops up with the RIGHT combination for making sales figures climb . . . not just sometimes . . . but CONSISTENTLY, year-in-and-year-out. KFYR has mastered the ability to get . . . and HOLD . . . the vast rural audiences of the Great Northwest, one of the nation's richest agricultural regions.

May we cast the dice for YOU?

Ask any JOHN BLAIR man.

KFYR Bismarck

550 Kilocycles · N. Dak. · 5000 Watts

KNOX PRAISES CBS

Sends Letter to Paley on Religious Series

CONGRATULATIONS have been received by William S. Paley, president of CBS, for the CBS *Church of the Air* program in the form of a letter from Secretary of the Navy Frank Knox, who wrote: "May I express the appreciation of the Navy Dept., as well as my personal congratulations, to you on your religious broadcast program, *Church of the Air*, conducted by chaplains of the armed services.

"I can assure you that Navy chaplains were delighted to have this opportunity to participate in this program. I am sure that these broadcasts will comfort many parents through the realization that their sons in the armed services have the counsel and the inspiration of our Catholic, Protestant and Jewish chaplains."

TO PROMOTE and merchandise programs and products sponsored from time to time, WFBM purchased one of the largest signs available at an important intersection in Indianapolis streets. The three inserts on the right of the four-color sign are changed by the station each week to call attention to CBS national and local programs in alternate weeks.

NBC's NEW YEAR PARADE

New Promotion Project Planned as Sequel to Successful Autumn Campaign

FOLLOWING up reports from NBC affiliates on the success of NBC's "Fall Parade of Stars", a program promotion plan instituted in September [BROADCASTING, Aug. 10] the network has decided to continue the campaign in a second project, to be named the "New Year's Parade of Stars".

The second drive will follow the plan of its predecessor which consisted basically of an elaborate portfolio of recordings made by advertising agencies especially for the purpose of promoting, through local stations, radio's leading comedians, musicians and commentators of the approaching season. Included with the recordings was a variety of promotion material.

Promotion Technique

Reports from NBC outlets revealed that 7,566 broadcasts of the recordings were made, representing 314 hours of entertainment including spot announcements. According to data supplied to NBC, the merchandising campaign was further carried out through the use of 4,552 window posters; 3,965 counter cards; 49 bill-board displays; 1,760 car and bus cards; 1,737 window displays; 1,377 lobby decorations; 2,957 newspaper advertisements; 52 rotogravure spreads; 2,646 press notices; 661 newspaper feature spreads; and 52 table card placements in hotels and restaurants. All material was taken from the publicity helps included in the portfolio. Cited as examples of the type of cooperation received was the fact that a Texas newspaper affiliated with a local NBC station, devoted an entire issue to the "Parade"; and that one broadcaster alone made over 200 spot announcements calling attention to NBC's sponsored shows.

The material in the merchandising package now in preparation will emphasize the theme that dimouts and rationing will have no effect on the network's morale-building broadcasts, and will stress the need for features supplying relaxation for workers laboring longer hours in the nation's war production program.

Dr. Black's 10 Years

DR. FRANK BLACK, general music director of NBC, on Dec. 12 completed 10 years in that position. An advance observance of his anniversary was heard on NBC Dec. 5 when a special NBC Symphony Orchestra under Dr. Black's baton played a concert in his honor.

MANPOWER CRISIS IN CANADA PROBE

MANPOWER, priorities and ... operation with government depa... ments were discussed at a meeti... of the Canadian Assn. of Broa... casters Board of Directors at T... ronto Dec. 7-8. Recommendations ... the government's National Selec... tive Service on manpower proble... of the industry were authorized ... the board and are to be taken ... with the NSS at Ottawa about mi... December.

A suggestion for a swap ar... rangement with the NAB ... Washington was discussed in con... nection with increasing shortage ... transmitter equipment. The boa... approved the work done by the re... search committee on preliminary ... steps for an audience audit bureau ... and the work done with agency ... timebuyers on a new rate structure ... to apply to all Canadian stations. ... Both subjects were approved for ... discussion at the annual meeting ... at Toronto, Feb. 15-17.

Presiding at the meetings was ... Harry Sedgwick, of CFRB, To... ronto, chairman of the CAB board, ... who came up from New York where ... he is now located as representative ... of the Canadian Wartime Informa... tion Board. Present were George ... Chandler, CJOR, Vancouver; A. A. ... Murphy, CFQC, Saskatoon, Sask.; ... Col. Keith Rogers, CFCY, Char... lottetown, P. E. I.; N. Nathanson, ... CJCB, Sydney, N. S.; James ... Browne, CKOV, Kelowna, B. C.; ... Jack Cooke, CKGB, Timmins, Ont.; ... Phil Lalonde, CKAC, Montreal; ... Glen Bannerman, president and ... general manager, CAB, Toronto; ... Ed. Sandell, CKTB, St. Catherines, ... Ont.; Arthur Evans, CAB secre... tary-treasurer, Toronto.

The CAB board were tendered a ... luncheon Dec. 8 by the Advertising ... & Sales Club of Toronto, at which ... Arthur Porter of the Canadian In... stitute of Public Opinion (Gallup ... Poll) spoke. A joint luncheon with ... the Broadcast Sales Club of To... ronto was held Dec. 7.

FM Film Honored

A FILM produced by the General ... Electric Co., Bridgeport, Conn., en... titled "Listen—It's FM", has been ... classified among the ten best 16mm. ... nontheatrical pictures produced in ... 1942, by *New York Movie Makers ... Magazine*, trade publication of the ... 16mm. motion picture industry. Movie ... was made by the Sales Education Sec... tion, of Bridgeport, and produced by ... the GE Radio, Television and Elec... tronics Dept.

Sustainer's 700th on CBS

ONE OF radio's oldest consecutively ... presented sustaining programs, the ... Sunday morning Salt Lake City ... Tabernacle and Organ program, heard ... on CBS, celebrated its 700th nation... wide network broadcast Dec. 13. Con... ceived and promoted by Earl J. Glade, ... managing director of KSL, Salt Lake ... City, station originating the series, it ... went on the air July, 1929, shifting to ... CBS in September, 1932, where it has ... remained ever since.

"Cap" Cotton says: "MEMPHIS IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."

Covered by **WMC** ★ 5,000 Watts Day 1,000 Watts Night MEMPHIS, TENN.
NBC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

in the DETROIT AREA at 800 kc.

YOU CAN'T MISS WITH

CKLW

5000 WATTS DAY and NIGHT
MUTUAL BROADCASTING SYSTEM

NOTE: War production and earnings in the CKLW primary trading area, covering 8,000,000 persons, are setting new records. Investigate CKLW now!

WKZO
CBS • 5000 WATTS
KALAMAZOO-GRAND RAPIDS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

A HOMEMAKERS' PROGRAM conducted by men is going great over WIRE, Indianapolis. Titled *Eat-itorially Speaking*, the daily daytime participating feature covers wartime food budgets, preparation and selection of foods and nutritional values, interlarded with comedy. Dick Stone (center) originator and narrator, is a food consultant and his copyrighted "Eatitorials" columns is carried in some 25 newspapers. Push-card Pete (right) the Cranberry merchant, provides the comic relief along with Uncle Wally (left) the announcer.

War Bond Expense

(Continued from page 9)

ter will be considered a precedent and a definite ruling for all broadcasters. Moreover, it was stated informally that the decision dispels any hope that broadcasters will be allowed to deduct the 5% item from their 1942 taxes for donated time. This was on the preliminary assumption that stations make no actual "contribution" in money by donating time.

Any extraordinary expenses incurred in placement of Government programs will be deductible as expense, it was pointed out. Should a station hire an orchestra especially for a government program, that expense would be deductible, it was pointed out. Services of additional clerks, switchboard operators and the like, working on War Bond campaigns, also are deemed deductible.

Revenue Bureau officials said that extraordinary expenses, to be allowable, must be incurred for an "instrumentality of the Government". Thus, additional expenses for Government programming, whatever their nature, would be deductible items. On the other hand, expenses incurred in a campaign such as the recent scrap metal drive would not have been deductible. Though conducted with the cooperation of the Federal Government, this campaign was not organized by the Government itself.

The text of Commissioner Helvering's letter to Mr. Place follows:

Further reference is made to your letter of July 21, 1942, regarding the deductibility for Federal income tax purposes of expenses incurred by radio stations in promoting the sale of War Bonds. You enclosed two copies of the "NAB War Service Bulletin", which you state indicates, in a general way, the kind of expenses that will be incurred by radio stations in promoting the sale of War Bonds. Plans of handling the matter by radio stations are set forth therein as follows:

"Plan 1. A station becomes an issuing agent and gets a supply of bonds. Its employes handle the over-the-counter as well as mail order sales. An all-out promotion job is launched; listeners are urged to come in and buy or send in their checks. The station is in the bond selling business.

"Plan 2. A station does not become an issuing agent but establishes a basis of all-out cooperation with some established issuing agency or agencies. Listeners are urged to go and buy or send in their mail orders direct to these agencies.

"Plan 3. A station becomes an issuing agent and gets its bond supply.

"Some volunteer organization, like Navy Relief, etc., takes on the job of handling the over-the-counter as well as the mail order sales. Again an all-out promotion campaign is launched to get buyers to come in or write in and buy.

"Plan 4. A station steps-up its present War Bond sales and agrees to receive mail orders and see that they are transmitted to an issuing agent."

You also enclosed a newspaper clipping from the *Advertising Age* of June 25, 1942, concerning the deductibility for Federal income tax purposes, of expenses incurred by newspapers in promoting the sale of War Bonds, under section 23(a) of the Internal Revenue Code.

Bureau Ruling

The test of whether expenditures are deductible from gross income is whether they are ordinary and necessary expenditures directly connected with or pertaining to the taxpayer's trade or business. As indicated by the newspaper clipping submitted, the Bureau has ruled that expenses incurred by newspapers in directing public attention to the vital necessity of the successful marketing of War Bonds are deductible as ordinary and necessary business expenses. Such ruling is based upon the recognition that it is the business of newspapers, among other things, to disseminate news and bring to the attention of readers matters of public interest. Newspapers in thus promoting the sale of War Bonds are considered to be engaged in carrying on one of the functions for which they are organized and the expenses incurred are identified as being directly connected with the business of operating a newspaper.

It appears that the business of a radio station includes, among other things, broadcasting of news, advertising of products and dissemination of other matters of interest to the public. By broadcasting information as to the necessity of buying War Bonds, radio stations are carrying on one of the functions for which they are organized and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses on the basis of the reasoning applied in the case of newspapers.

Acting As Agent

As appears from the plans above set forth, it is contemplated that in addition to broadcasting information as to the necessity of buying War Bonds, radio stations may either receive mail orders for Bonds and see that they are transmitted to an issuing agent or sell Bonds as issuing agents, either by mail or over-the-counter, using their own employes for these purposes. Expenses incurred by radio stations in carrying on such activities may properly be considered as expenses for institutional or goodwill advertising, which are also deductible from gross income under section 23(a) of the Internal Revenue Code if reasonable in amount. In this connection attention is called to I.T. 3564, I.R.B., 1942-28, 2, which reads as follows:

"Advice is requested as to the deductibility for Federal income tax purposes of amounts expended by business concerns for advertising which promotes the sale of United States War Bonds and Stamps.

"The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or goodwill advertising calculated to influence the buying habits of the public. If such expenditures are extravagant and out of proportion to the size of the company or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed as deductions.

"The above general tests are equally applicable in determining the deductibility of amounts expended for institutional or goodwill advertising which promotes the sale of War Bonds and Stamps."

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

"Congratulations on the top-notch job ASCAP's script writers are doing!"
WMOB

● ASCAP Radio Program Service offers, without cost to any ASCAP-licensed station, programs that are written to entertain and to sell. If you are not using these programs you're missing a bet. Write or wire at once and the new series will be sent you immediately.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

CASE HISTORY #32
Weis & Fisher, one of Rochester's
oldest and largest furniture dealers
ave sponsored many programs and
cements over WHEC continuously
en 7 years. This record
weis & fisher FURNITURE weis & fisher

Rochester's Most Modern Furniture Store

WHEC Furnishes The Medium — WEIS & FISHER'S Furnish The Homes

IT TAKES a lot of business acumen to keep going as long as Weis & Fisher's. In a field where competition is extremely keen, this firm has grown steadily in both size and reputation for more than sixty years.

How natural then, when confronted with the question of radio advertising, for Weis & Fisher to rely heavily on WHEC to reach the prosperous Rochester market.

"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC
ROCHESTER, N.Y.
BASIC CBS McKinney & Son, Representative

AEF Tour Project Receives Approval

Hollywood Agencies and Stars Endorse Army Morale Plan

UNANIMOUS approval of a plan for top radio stars to entertain the AEF for periods of four weeks each, was accorded when talent and advertising agency executives met Dec. 3 in Hollywood Radio City. Kay Kyser, star of the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), and also chairman of the talent committee of the OWI, presided.

Although no definite plan of operation was set up, all talent attending favored the proposal advanced by the OWI and Special Services Bureau of the War Dept. Suggested project would be put into operation early next year with many of the high Crossley shows flown abroad as morale builders for service men waiting call to battle.

To Use Substitutes

Under the plan, which is now being presented to advertisers for approval, various radio stars would pinch hit on *sponsored* shows for those on entertainment overseas duty. It is believed that if the project can be worked out satisfactorily by the talent, there will be no objection on part of advertisers.

For promulgation of a more definite plan drafted from suggestions of the involved performers and their agencies, a similar session will be held in Hollywood in late December, it was said. Besides Kyser, speakers at the initial meeting were Lt Col. Marvin Young of Special Services Bureau and formerly producer of NBC Hollywood; Morgan Wallace of USO-Camp Shows; and Sidney N. Strotz, NBC western division vice-president.

BONUS based on earnings for the year will be paid in the form of 6% tax savings notes to the 1,000 employes of the *Louisville Courier-Journal* and *Times*, including WHAS, it was announced Dec. 10 by Mark Ethridge, publisher. Employes now in the armed services will be included up to the time they left.

EARLY MORNING SHIFT

In the first glow of sunrise before the morning shift begins,
The towers stand silhouetted against the sky.
By the early morning's light, their rugged grandeur seems
Lacy and ethereal to the eye.

Soon from their lofty peaks the unseen carrier will hurl
To the waiting world
News — music — laughter and song; a veritable panorama
Of sound unfurled.

What news of victories, or defeat, from these towers
Will come today?
Only the passing hours will tell, for that
No one can say.

For the man on the early shift it remains a lasting thrill
To send those first words out on the morning air so still,
While skyward the towers seem imbued with life anew
As they hurl the morning's first words and music out to you.

THOMAS NELSON
KHSL, Chico, Cal.

GE SURVEYS FM

Listener Reaction Favors Quality and Tone

FM BROADCASTING recently received an anonymous survey, conducted by General Electric in 14 cities through an independent research organization. During the study the fact that the survey was being made on behalf of a manufacturer of FM receivers was not mentioned, as hundreds of FM set owners were interviewed. Their names were secured from dealers in each of the cities covered.

Here is what the survey developed:

79% of those interviewed are satisfied with the FM quality of reception.

85% believe FM quality a decided improvement over regular broadcasts.

75% tune in on FM stations more than once a week; over 50% listen to FM at least once a day.

91% would recommend a set equipped with FM to their friends.

45% believe that "improved tone quality" is the best FM advantage; 41% think "freedom from noise and static" is the most important.

79% said their friends had listened to FM on their radio, and that 90% of their opinions were "favorable".

BILL GOODWIN, announcer-actor on the CBS *Burns & Allen Show*, sponsored by Lever Bros. Co. (Swan soap), will portray Capt. Nunes in the Paramount film "So Proudly We Hail".

Latins Will Study Techniques in U. S.

Radio Observers Also Are to Serve as Consultants

LATIN AMERICAN radio people will be given an opportunity to study American broadcasting techniques and in turn will serve as consultants on shortwave programs directed to their respective countries through a project sponsored by the Office of the Coordinator of Inter-American Affairs.

Plans call for the selection of ten professional radio workers to be brought to this country in January for a six-month period of training and consultation with the OCIAA.

Picking Candidates

One representative from each of the following countries will be chosen: Argentina, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay, and three Central American Republics. Various Latin American radio organizations are now being invited to submit qualifications of likely candidates from the producing, writing and announcing fields.

The group will spend a major portion of its time with the New York office of the OCIAA, and the remainder with Washington headquarters, making a first-hand observation of broadcasting processes in American studios. Members of the group will also be available in a consultant capacity to the native Latin American personnel of the OCIAA for radio programs directed to their respective countries, and in some instances will handle actual assignments.

Beer Time Is Increased To Meet Cap Shortage

RESEARCH Co. of America, New York, has released a "Basic Marketing Chart of the United States" originally prepared for its own clients by A. Edwin Fein, general manager, to record basic facts and figures for each state and geographic area. Among the figures included are those on population, retail sales, income tax returns, distribution of families, household facilities and equipment, such as telephones or radios, and educational status.

The company also released a report last week on beer sales in the United States for the first nine months of 1942. Total was 54,611,989 barrels as compared with 49,175,566 for the corresponding period in 1941, an increase of 13.4%. According to the report, advertising by leading brewers increased substantially in recent months "to circumvent the prospective loss in beer sales volume due to WPB restrictions which limit the purchase of bottle crowns."

UP War Correspondents Address New York Club

WARTIME experiences of two United Press correspondents, recently returned to this country, highlighted the Dec. 9 meeting of the Radio Executives Club of New York, designated as "United Press Day". Walter Rundle, sales promotion manager of UP, handled arrangements.

Robert Bellaire, manager of the news service's Tokyo bureau, told of a typical day of prison life in Tokyo during his internment there with other American correspondents, prior to returning on the *SS Gripsholm*. Desert warfare and the attitude of the Russian people toward the Nazis was outlined by Virgil Pinkley, European manager of UP, who has been covering war in those areas.

Out-of-town guests at the luncheon included Nathan Cook, WIBX, Utica; Winslow Leighton, WSYR, Syracuse; Bernie Goodrich, WHCU, Ithaca; John Carey, WIND, Gary; Robert T. Mason, WMRN, Marion, Ohio; Ronald Woodyard, WING-WIZE, Dayton; Norman Brown, WSUN, St. Petersburg, and Grace Gibson, Transcription Co. of America, Hollywood. It was announced that this week's meeting would be "WABC Day".

War Songs Rated

BEST WAR SONG to be published professionally during the year ending Dec. 7, 1942, is "Praise the Lord and Pass the Ammunition", in the opinion of a board of judges from the radio and music fields charged with making an award initiated by Barry Wood, NBC singer on *Hit Parade* [BROADCASTING, Dec. 7]. Announcement was made last week on the NBC program. Frank Loesser, who wrote the song, received a plaque by proxy — a private, stationed in California, he was unable to be on hand at the presentation. Runners-up in the contest were: 'This Is the Army, Mr. Jones," and "Just a Letter From Home".

HAVE YOU SEEN HENRY

. . . The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge, Wakulla, Florida

The

CLEVELAND ORCHESTRA

Broadcasts

A NEW SERIES OF WORLD-WIDE RADIO CONCERTS

SATURDAYS 5 TO 6 P.M. E.W.T.

Over the Columbia Broadcasting System and Short-Wave Around the World

Sponsored by Radio Station W-G-A-R Cleveland

ASCAP DISTRIBUTES FUNDS FOR QUARTER

DISTRIBUTION of roughly $1,-50,000 for the fourth quarter of 942 to ASCAP members was uthorized last Thursday by the ociety's board of directors. This rings the total disbursements for e year to more than $4,300,000, f which some $3,000,000 came om the broadcasting industry.

Robert L. Murray, public rela-ions directors of ASCAP, leaves his week on a Western trip ex-ected to last from four to six eeks, during which he will confer ith state officials of Wisconsin, orth Dakota, Washington, Kan-as and Nebraska in an effort to ighten out details in the laws of hose States and so enable ASCAP resume operations within their oundaries. Pointing out that SCAP is willing to comply with hatever requirements a State eems necessary for the protection f its citizens, Mr. Murray said that SCAP does object to being out-awed in any state and that during his trip he hopes to reach an nderstanding which will eliminate hat condition in these States.

In the State of Washington, SCAP has recently filed a suit or a declaratory judgment of its ights under the statute of that tate, naming as defendants the ecretary of State, the attorney eneral and associations and indi-iduals who are users of music. SCAP's contention is that it has lready complied with the require-ents of the law of the State for icensing public performances of usic and that the defendants are n error in claiming that the So-iety has failed to comply with the tate's copyright law. Suit is de-igned to clarify the exact require-ents of the law.

Iceland Pickup

WTAG, Worcester, planned to stage a War Bond selling show Dec. 14 at 5:10 p.m., featuring an address by Assistant Secretary of the Treasury John L. Sullivan and pickups from England and Iceland, where Worcester men are to be heard. From a local war plant were to come interviews with workers. The program was designed to sell $300,000 more bonds than in November, with a bomber to be named for Worcester.

IN KANSAS CITY

5000 WATTS KCMO 1480 ON YOUR DIAL

Basic Blue Network

MORE PULL
MORE COVERAGE
FOR YOUR MONEY

National Representative
JOSEPH HERSHEY McGILLVRA

Hope Is Named Champion of Champions In Motion Picture Daily's Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted the "Champion of Champions" by the more than 600 radio editors and columnists of United States and Canadian newspapers in the seventh annual radio poll conducted by *Motion Picture Daily*.

The year's outstanding new star was Dinah Shore, while the award for the most effective film player on the radio also went to a woman —Madeleine Carroll. Among the new classifications introduced in this year's poll was an award to Herb Shriner as the most promising star of tomorrow; best program for women to the Martha Deane program, conducted by Marian Young, and best musical show, won by *The Pause That Refreshes on the Air*.

Cecil Brown, CBS correspondent, won the editor's citation for his broadcasts from the Pacific area, winning the best news job performed in radio in 1942, while CBS' all-around coverage of news won second place in that category. Best commercial war program was *Cheers From the Camps*, and best Government war program was *The Army Hour*.

Asked to state which network and which local station had given them the best news service during the year, the radio editors selected CBS as the network with the best publicity department, while WGN and WBBM, Mutual and CBS outlets in Chicago, respectively, tied for first place in the local station group.

The poll results follow:

Champion of Campions — Bob Hope, Fred Allen, Fibber McGee & Molly.
Most Promising Star of Tomorrow — Herb Shriner, Cass Daley, Garry Moore.
Comediennes—Fanny Brice, Molly McGee, Gracie Allen.
Master of Ceremonies — Bing Crosby, Clifton Fadiman, Don Ameche.
Male Vocalist (Popular)—Bing Crosby, Dennis Day, Barry Wood.
Female Vocalist (Popular) — Dinah Shore, Kate Smith, Ginny Simms.
Studio Announcers—Ken Carpenter, Don Wilson, Harry von Zell.
Sports Announcers — Bill Stern, Ted Husing, Red Barber.
Symphonic Conductors—Arturo Toscanini, Leopold Stokowski, Eugene Ormandy.
Years Outstanding New Star — Dinah Shore, Zero Mostel, Red Skelton.
Comedians — Bob Hope, Jack Benny, Fred Allen.
Comedy Teams—Fibber McGee & Molly, Burns & Allen, Jack Benny & Mary Livingstone.
Film Players on Air—Madeleine Carroll, Lionel Barrymore, Orson Welles.
Male Vocalist (Classical) — Richard Crooks, Nelson Eddy, John Charles Thomas.
Female Vocalist (Classical) — Gladys Swarthout, Lily Pons, Vivian della Chiesa.
Commentators — Raymond Gram Swing, H. V. Kaltenborn, Boake Carter.
Women Commentators—Dorothy Thompson, Kate Smith, Sheelah Carter.
Symphonic Orchestras—New York Philharmonic, NBC Symphony Orchestra, Philadelphia Orchestra.
Dance Bands (Swing) — Harry James, Benny Goodman, Tommy Dorsey.
Morning Programs — Breakfast Club, Everything Goes, Vic and Sade.
Dramatic Series—One Man's Family, The Aldrich Family, Mr. District Attorney.
Variety Programs — Kraft Music Hall, Bob Hope, Fibber McGee & Molly.
Programs for Children — Let's Pretend, Quiz Kids, Lone Ranger.
Musical Shows—Pause that Refreshes on the Air, Telephone Hour, *Fred Waring's Victory Tune Time, *Cities Service Concert, *Kraft Music Hall.
Educational Programs—School of the Air of the Americas, University of Chicago Round Table, Town Meeting of the Air.
Commercial War Programs—Cheers from the Camps, Stage Door Canteen, Vox Pop.
Dance Bands (Sweet)—Guy Lombardo, Sammy Kaye, Fred Waring.
Daytime Serials—Vic and Sade, Against the Storm, David Harum.
Dramatic Programs—Lux Radio Theatre, Cavalcade of America, Screen Guild Players.
Programs for Women — Martha Deane, *Bessie Beatty, *Kate Smith, *Mary Margaret McBride, *Breakfast at Sardi's.
Comedy Shows—Bob Hope, Fibber McGee & Molly, Jack Benny.
Quiz Shows — Information Please, Quiz Kids, Truth or Consequences.
News Job by Radio in 1942 — Cecil Brown, All-Around Coverage, John Vandercook's News of the World.
Government War Programs—The Army Hour, Treasury Star Parade, Men, Machines and Victory.

New Order Lowering Age Of Service Assists Radio

SINCE President Roosevelt's Executive Order revamping the manpower structure also lowered the age group for military service to 38, it now appears likely that the radio broadcasting industry will derive a larger pool of essential employes, according to an announcement by the NAB last Friday based upon the results of its Manpower Survey Questionnaire.

Stations which participated in the survey were requested to list key men from 20-45 and 600 stations listed 2,488 employes as "necessary". Reducing the age limit for military duty to 38 provides another 510 essential men.

OWI Names Trimmer

FRED H. TRIMMER was named last Monday as administrative officer for the OWI Bureau of Communications Facilities, serving as an assistant to Murry Brophy, OWI facilities chief. Mr. Trimmer has served in various administrative capacities with the Office of Emergency Management and Federal Housing as well as with private industry.

Now Col. White

LT. COL. EDWIN L. WHITE, former FCC principal engineer, last week was promoted to a full colonelcy. He has been transferred from the Air Forces Foreign Service Concentration Command to the post of communications officer with the Army Air Transport Command, and is understood to be slated for foreign duty.

POSTER STAMPS
A TIMELY ANSWER

FOR AN EFFECTIVE
PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today

XUM

Radio News Policy In Canada Studied

Press Service Cooperation Topic at Board Meeting

POLITICAL broadcasts and news featured the meeting of the Canadian Broadcasting Corp. Board of Governors meeting at Ottawa, Dec. 7-8, the first meeting since the change in general managership from Gladstone Murray to Dr. J. S. Thomson. Presiding was Rene Morin, Montreal, whose appointment as chairman of the CBC Board was recently renewed for three years.

The board discussed with representatives of the Canadian Press arrangements for cooperation between the CBC and CP in CBC bulletins. Both CP and British United Press at present supply news free, the news being prepared by the CBC News Bureau and not commercially sponsored.

Lease of CFPR, Prince Rupert, B. C. [BROADCASTING, Nov. 30] by the CBC was discussed, particularly from the viewpoint of supplying programs to the armed forces in the Northern British Columbia region where reception is not good and where landlines are few. A pension fund for CBC staff members was approved in principle, the fund to be on a contributory basis and to provide for retiring annuities at 65.

The board ruled that no political program or speech will be permitted "which by means of a mechanical reproduction achieves indirectly or by evasion what a ruling of the CBC prohibits", the board statement reads. The board upheld General Manager Thomson's decision in refusing to grant the Conservative Party permission to purchase time it had already been refused on a sustaining basis. It agreed to give time to the prospective new Conservative Party leader on Dec. 14 in the event a new leader had been appointed by that time.

Present were Rene Morin, Montreal; J. W. Godfrey, Halifax; Rev. Canon W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; R. Rowe Holland, Vancouver; E. H. Charleson, Ottawa.

PROFESSOR JERRY COLONNA took on extra curricular duties recently when the *Bob Hope Show* sponsored on NBC by the Pepsodent Co., Chicago, made a non-broadcast appearance at Scott Field, Ill. to probe into the why and wherefore of NBC engineering equipment. Endeavoring to carry on in spite of the professor's able assistance are (l to r) Bob Jensen, G. J. DeVlieg, engineers, and Jack Hill, producer.

CBC Election Policy

A POLITICAL furore has developed in Canada over refusal of the Canadian Broadcasting Corp. to allow network time for the National Conservative Convention at Winnipeg, where the party is to elect a new leader. In an official statement answering Gordon Graydon, national chairman of the Conservative party, CBC general manager, Dr. J. S. Thomson stated that the CBC board of governors had been consulted on the subject and "their decision was that such a broadcast would come under their statement of policy on controversial broadcasting. . ."

WIBG Studios Move

MOVING DAY FOR WIBG, Philadelphia, is Dec. 16, when studios and offices are shifted from the present Glenside location to new quarters at 1425 Walnut St., Philadelphia, where it will take the air the morning of Dec. 17.

WCCO, Minneapolis, sent Christmas packages containing cigarettes, candy, peanuts, polish and gum to 18 former staff members now in the armed forces.

W-E ACHIEVEMENTS IN WAR REVIEWED

A RECORD of what Western Electric Co. has been doing during the first year of World War II is condensed in a 31-page booklet titled "The Western Front," prepared by the company under the direction of Will Whitmore, advertising supervisor, for the information of employes, as well as in commemoration of Pearl Harbor.

The addition of 20,000 women workers brings the total personnel at Western Electric to 75,000, of which 43,000 are men and 32,000 women, the booklet discloses, adding that this represents a growth from 60,000 a year ago despite the fact that 13,000 W-E men are now in the armed forces.

The war production this staff has been turning out includes an extensive list of special combat equipment ranging from radio telephones for airplanes, tanks, land stations and ships to specialized electronic equipment surrounded with military secrecy. W-E also has equipped more than 2,000 military camps, depots, airfields and arsenals with standard telephone apparatus, cable and wire while continuing to supply the essential needs of the Bell System.

One of the most interesting features in the vividly illustrated booklet is "The Invasion of Island 'X'"—showing how "communications equipment made by Western Electric helps our fighting men in the conquest of an enemy stronghold."

The company looks ahead to "vastly greater" effort during the coming year, according to a statement addressed to employes by C. G. Stoll, president of W-E. And closing on the "Victory" note, the record of the year sets forth the resolve to Western Electric workers "that we shall put into each new day, each week, each month our total strength in the knowledge that our increased effort brings victory and peace *that much nearer.*"

Butler Honored

MADISON BUTLER, assistant chief inspector of the Stromberg-Carlson Tel. Mfg. Co., Rochester, has been awarded the highest honor within the power of the War Production Board, for a suggestion and design of a testing device for communications instruments. The WPB's "Citation of Individual Production Merit," was bestowed on Butler by President Roosevelt, in a ceremony at the White House, Dec. 10.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

50% INCREASE

On top of an all time high for October, WIBC's mail containing proof of purchase showed an increase of 50% for the month of November.

To sell your merchandise now in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC

Represented Nationally by Paul H. Raymer Company

WAKE UP... Your Georgia Sales with

WRBL COLUMBUS CBS

Represented by SPOT SALES Inc.

In the CONTROL ROOM

D. W. MAY, formerly sales manager of the metropolitan New York distributing branch of General Electric Co., has been named eastern regional manager of the receiver division of G-E's radio, television and electronics department. In his new post, Mr. May will direct regional sales of radio receivers and renewal tubes.

FRED B. BEELER has joined KWK, St. Louis, as transmitter engineer.

R. E. TODD, former merchant marine operator, joins KLZ, Denver, as studio engineer, replacing Jack Neugauer, who has become an instructor in the Army Signal Corps.

HAROLD HIGBY, studio engineer of WHO, Des Moines, recently became the father of a girl.

BILL BRENNAN, formerly recording engineer of the Wright-Sonovox Division of Free & Peters, Chicago, has joined RCA, Indianapolis.

TED SOUZA and Merle Hannah, announcer-technicians of KFRE, Fresno, Cal., have joined the Coast Guard and Army radio branch, respectively. Jack Mullin and Edward Ramer have taken over their duties.

DICK PRESENZ of the engineering staff, CBR, Vancouver, has returned to Vancouver after representing the Canadian Broadcasting Corp. British Columbia region at a CBC national engineering conference at Ottawa.

BARRY WATKINSON, engineer of Eccles Disc Recordings Inc., Hollywood transcription concern, has enlisted in the Army Signal Corps.

FRED LINES, new to radio, has joined the engineering staff of WHEB, Portsmouth, N. H.

PAUL QUAY and Marion Snedeker, engineers of WHK-WCLE, Cleveland, recently became fathers of a boy and girl, respectively.

W. A. DUFFIELD, chief engineer of CKY, Winnipeg, has been promoted to Captain in the Royal Canadian Corps of Signals, Reserve Army.

VINCE McMAHON, operator of CKY, Winnipeg, recently became father of a boy, Thomas Edward. Tom Lewis, CKY operator, has joined the Royal Canadian Air Force.

Further Experiments in Video Sought In Preparation for Post-War Period

THE NEED for continued experimentation in the field of television programming through the war period, to prepare for the expected rapid development of this industry after the war, is stressed by American Television Society in a letter sent recently to the heads of NBC, CBS, Philco Radio & Television Corp., Balaban & Katz., Don Lee Broadcasting System and other operators of sight-and-sound stations. Copies of the letter were also sent to government authorities concerned with television.

Pointing out that television is regarded as a "pilot industry" for post-war reconstruction, the letter states that "while we recognize the need for certain wartime restrictions and limitations—and are in accord with the FCC's changed rulings permitting as little as four hours of weekly operation—we view with alarm the present tendency for the transmission of motion picture program material or slides."

Post-War Problems

Norman D. Waters, ATS president, in a separate statement, explained that "at the present time, General Electric at Schenectady and DuMont in New York are believed to be the only studios still transmitting live programs, as CBS turned to motion pictures last week and NBC has presented only movies or slides since last summer. Philco put on live programs until several months ago, when their studios were moved to a new location, and have since been engaged in testing."

The letter expresses confidence that, despite the admitted shortage of equipment and manpower, the needs of the "mere handful" of licensed television stations are so limited in comparison with their "vital contributions to the development of this industry" that "steps can be taken to release what will be required."

Stating that current events abroad indicate that the war could end suddenly, the letter continues: "Both government and business have an obligation to the boys at the fighting fronts, to do everything possible to be prepared for the transition that will become necessary when tens of millions of men and women must quickly turn from the military services and war production to gainful peace-time employment, if catastrophe is to be averted.

"While war research has been responsible for great advances in television and electronics from a technical standpoint, this makes it all the more imperative that programming keep pace, if this great industry of the future is to be counted upon to step quickly into the breach. The growth of the industry will, to a large extent, depend upon the presentation of television programs that are good enough to make the public want to possess television receiving sets."

GLEN A. DAVIS, for the last 13 years chief engineer of WCPO, Cincinnati, has left the station to accept a commission in the Navy.

WILSON PACE, chief audio operator of WFBC, Greenville, S. C., married Miss Hazel Hicks, that city, on Nov. 26.

EDWARD ANTHONY has joined the engineering staff of WTAR, Norfolk, Va., where his wife, Virginia Anthony, is employed.

Ham Rule Suspended

WARTIME conditions have caused the FCC to extend its suspension of regulations governing licenses of amateur radio operators and stations until January 1, 1943. The Commission first acted similarly in December 1941 to protect those in the military service and the continued existence of war made an extension of the suspension necessary.

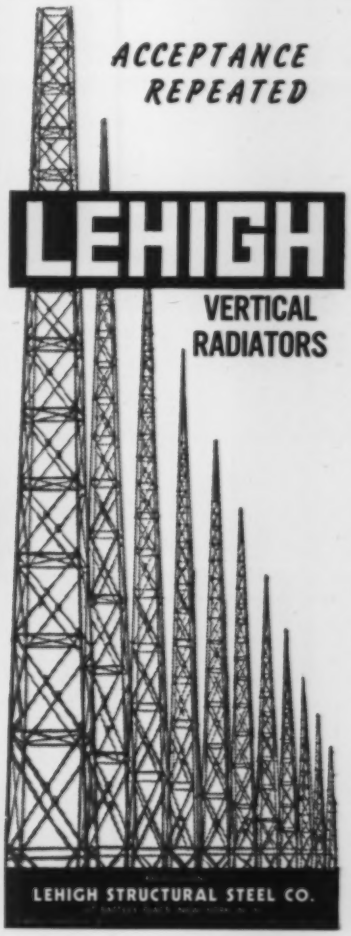
WILLIAM HILLMAN, news commentator heard on the BLUE on a local cooperative basis, is now bringing his listeners interviews with prominent Washington personages.

AFM BAN INCLUDES FILM SOUND TRACK

USE OF film sound tracks for recordings to plug current and future motion picture releases is the latest inclusion under the transcribed music ban handed down by the AFM. Hollywood film studios and radio stations have been thus informed by Los Angeles Musicians Mutual Protective Assn., Local 47, upon instruction from New York headquarters.

Since union members are forbidden to make transcriptions or recordings without special permission of James C. Petrillo, president, it was pointed out that utilizing work of AFM members in any film for broadcast purposes is a violation of the general ruling which went into effect on July 31. Use of sound tracks for recordings to plug films is, in effect, the same as musicians recording directly, according to the union.

New ban affects advertising campaigns of several film companies who have been transcribing brief musical excerpts of current pictures for radio release. Practice has been to put film sound on recordings and broadcast portions as advertising. While this normally would not involve musicians, but concerned actors, use of film sound tracks was thought immune from the Petrillo edict. Since music, however, backgrounds the spoken word and is used for dramatic dressing and sound effects, ruling was ordered.



TROY . . . ALBANY . . . SCHENECTADY . . .
The Tri-City Market
Always a rich market — now more than ever a booming market — a buying market:
• Buying power 18% greater than U. S. average.*
• Ranks 41st in population but 24th in income.*
And when it comes to selling this great three-in-one combination, take a look at the station that can prove
MORE COVERAGE PER DOLLAR
*Source: Sales Management, October 10, 1942
WTRY
TROY
1000 Watts Full Time
980 Kc.
The Only Basic BLUE Station in the Tri-City Area
REPRESENTED BY RAYMER

BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With National Business, Too

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

buy MAINE Strength

WGAN

for your MAINE MARKET

560 KC
5000 WATTS
—Portland, Maine—

Where Sales Multiply

Air Castle of the South

WSM

50,000 WATTS CLEAR CHANNEL

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Columbia's Station for the SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

NAB First District

(*Continued from page 14*)

meeting for station managers was conducted simultaneously with a meeting of sales managers, over which Kingley F. Horton, of WEEI, district chairman, presided. The managers listened to a discussion of the AFM-Petrillo problem by President Miller, who hurried from Washington to participate in the second day's session.

The delegates unanimously endorsed the OWI allocation plan, the retail promotion committee plan, and the NAB board stand on the Petrillo situation. At the sales managers session, Miss Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, outlined what buyers want to know. Dr. Robert Elder, of Lever Bros., a pioneer in broadcast economics, also addressed the session.

The second day's luncheon was featured by a discussion by Irving T. McDonald, news analyst, who covered "A World at War". The second day's session concluded with further discussion of the retail promotion committee plan and of other sales problems, with Mr. Horton presiding.

The attendance included:

Ben Adler, RCA Mfg. Co.; A. N. Armstrong Jr., WCOP; C. E. Arney Jr., NAB; Jack Atwood, WDRC; Lewis H. Avery, NAB; T. F. Allen, WFCI; Claude Barrere, NBC Recording; F. E. Beiber, WTHT; Samuel Berkett, ASCAP; Winslow Bettinson, WHEB; Milt Blink, Standard Radio; Haskell Bloomberg, WLLH; F. R. Bowes, WBZ; John J. Boyle, WJAR; Q. A. Brackett, WSPR; Major Walter Brown, Army; A. R. Brayshaw, Press Assn.; W. T. Bush, WPRO; David Carpenter, WKNE; Vincent H. Chandler, WMUR; Earle Clement, WLNH; C. G. Delaney, WTHT; L. G. Decastillo, WEEI; Robert F. Donahue, WLLH; Monroe B. England, WBRK; Robert Feldman, WMAS.

Harold E. Fellows, WEEI; Lawrence Flynn, WMEX; Bert Georges, WHEB; Harry D. Goodwin, WBZ; Stanley W. Goulden, RCA; Warren Greenwood, WHAI; Martin Gunther, WHEB; Walter Hackett, Office of War Information, Boston; Capt. Jack Harris, Army; Carl Haverlin, OWI-BMI; Sheldon B. Hickox Jr., NBC; E. E. Hill, WTAG; K. F. Horton, WEEI; Don Horter, WBZ; Staff Sargeant H. Y. Hurtwitz, Marine Corps; W. E. Jackson, Westinghouse; Walter C. Johnson, WTIC.

Robert S. Keller, AMP; George F. Kelly Jr., WCSH; Robert Kelley; Elmer Kettell, NBC; H. W. Koster, WPRO; H. L. Krueger, WTAG; Cy Langlois, Lang-Worth; George Lasker, WORL; W. H. Latham, WSPR; William Malo, WDRC; Jack Manning, Army; John J. Matheson, WHDH; John Mayo, AMP; Harold H. Meyer, WSRR; R. Howard Milner, WBZ; P. J. Montague, WHYN; Paul W. Morency, WTIC; Harold B. Morrell, WLAW; Thomas C. McCray, WTIC; Miss Betty McDonald, Army; H. W. Nichols, WHAI; Miss E. Palmer, WTAG; William S. Pote, WMEX; Capt. William H. Price, Marine Corps.

William H. Rines, WCSH; Ashley L. Robinson, WORL; Irving E. Rogers, WLAW; Manuel Rosenberg, *The Advertiser;* Robert Sanford, WORL; Bill Schudt, CBS; Ben Selvin, AMP; Alex Sherwood, Standard Radio; George E. Shrigley, War Manpower Commission, Boston; David F. Shurtleff, WFEA; George W. Slade, WBZ; Leslie F. Smith, WMUR; James Spates, WHAI; Mildred P. Stanton, WORC; George Sutherland, WFCI; W. Gordon Swan, WBZ; Warren Teskey, WEIM; Harold Thomas, WATR; Levon Thomas, WNAB.

Howard W. Thornley, WFCI; Capt. Stanley A. Ward, Marine Corps; Pierre Weiss, Lang-Worth; and C. S. Young, WBZ; Thompson Guernsey, WLBZ, Bangor, Me.; Dal Wyant, WHEB, Portsmouth, N. H.; Milton H. Meyers, WEIM, Fitchburg, Mass.

IN LOVE with their jobs are these KTUL, Tulsa, women in key positions: Betty Dyer, switchboard operator and now a fully qualified control room operator demonstrates for (l to r) Berenice Ash, continuity chief; Nancy Hurd, announcer; Dorothy Ray Stern, traffic manager and Lillian Smithline, musical director. Mrs. Edythe Alexander, personnel director; Helen Lee, saleswoman and Sylvia Stecher, executive secretary, not shown help keep the station going until the men come back from the service.

NBC Juggles Lineup of Commentators With Shift of Morgan Beatty to London

WITH announcement that Morgan Beatty, NBC Washington military analyst, has been transferred to the network's London office, and that Robert St. John, NBC foreign correspondent, will succeed him in Washington, William F. Brooks, NBC director of news and special events, last week effected a number of changes in NBC's news staff to extend further the network's coverage of world news.

Mr. Beatty will go to London shortly to replace Alex Dreier, who has been serving in that office most recently and was formerly in Berlin for NBC. Mr. Dreier has already returned to this country, on Dec. 14 resuming his daily NBC broadcasts under sponsorship of Skelly Oil Co., Kansas City.

The NBC Washington staff has been further increased with the addition of Richard Harkness, formerly on the newsstaff of United Press and a member of the Washington bureau of *The Philadelphia Inquirer.* Carey Longmire, news commentator on WEAF, NBC's New York outlet, and formerly a European correspondent for *The New York Herald-Tribune,* has also been transferred to NBC in the Capital.

Edward R. Wallace, NBC war news editor in New York, has been assigned by Mr. Brooks as chief reporter for NBC in the South Pacific area, with headquarters in Sydney, Australia.

Succeeding John McVane, now with General Eisenhower's Allied headquarters in North Africa covering that phase of the war, will be Elmer W. Peterson, noted Associated Press correspondent, who will join the NBC London staff.

Peterson, also a radio commentator, has covered war in Spain, China, Poland, Denmark, Norway, Finland and the Balkans. He was chief of bureau for AP in charge of Southeast Europe and chief of bureau for Scandinavia at the time of the German invasion of those countries. He was also in Warsaw in a similar post for the AP when Germany conquered that country.

Meeting on Co-Op

THE NAB Code Committee was scheduled to meet with representatives of NBC, CBS and the Cooperative League of the USA Dec. 14-15 at the Mayflower Hotel, Washington, to consider the problem of selling time on the air to the Cooperative League without violating the language of the NAB Code [BROADCASTING, Dec. 7]. Networks and League officials are slated to attend the sessions. William S. Hedges will represent NBC and Robert Smith, member of the committee on publicity and education of the Cooperative League, will represent that group.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives

BOSTON
N.Y.

CFNB Signal strength increased 25%

Five Sponsored Programs Weekly Slated To Carry Government's Bond Messages

SIX commercially-sponsored network broadcasts during the week of Dec. 21 will devote their commercial time entirely to the sale of War Bonds and Stamps and from then on an average of five sponsored programs weekly on the networks will go on for the Government's Bond program, with the message of their regular sponsors cut to a mere credit line [BROADCASTING, Aug. 31, Dec. 7].

These broadcasts are part of a general plan for the drug, cosmetic and allied industries worked out last summer [BROADCASTING, Aug. 31], by a policy committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., in cooperation with the Advertising Council.

Will Donate Time

Plan calls for advertisers to aid in the war effort by voluntarily donating 5% of their advertising appropriations, either in cash or in "kind", to War Bond advertising. Instead of devoting 5% of the time or space of each advertisement to the Bonds, this plan calls for every twentieth advertisement, either on the air or in print, to be devoted exclusively to Bonds and Stamps.

Allocation of network broadcasts of participating sponsors under this plan calls for two broadcasts a year of each once-a-week program, five broadcasts annually of the twice-a-week programs, 10 broadcasts of the four-a-weekers and 13 of the five-times-weekly programs to be turned over to the Bond drive. These Bond programs will be spaced throughout each advertiser's yearly schedule as evenly as possible, with allotments staggered from schedule to schedule "so that an even flow of War Bond effort is maintained and a continuing effect be given to this campaign," according to the presentation of the plan distributed throughout the drug, cosmetic and associated industries in August.

A similar allocation plan was prepared for magazines, with the first advertisement appearing in *Time* for Dec. 7. Advertisers in spot radio, newspapers, outdoor, etc., were asked to make their own schedules for giving 5% of their time or space to the Bond drive, as the committee felt that the establishment of allocation plans for those media on an overall basis was impractical.

Advertisers donating network time during the week of Dec. 21, and their programs, are as follows: Vick Chemical Co., *Dr. I. Q.*, NBC, Mon., 9:30-10 p.m.; Anacin Co., *Just Plain Bill*, NBC, Wed., 5:30-5:45 p.m.; also *Easy Aces*, CBS, Wed., 7:30-7:45 p.m.; R. L. Watkins Co. (Dr. Lyons Toothpowder), *Second Husband*, CBS, 11-11:15 a.m.; Charles H. Phillips Chemical Co. (Milk of Magnesia), *Young Widder Brown*, NBC, Thurs., 4:45-5 p.m.; Kolynos Co., *Romance of Helen Trent*, CBS, Tues., 12:30-12:45 p.m.

Grant Adv. Agency, Chicago, placed the *Dr. I. Q.* programs; all others are handled by Blackett-Sample-Hummert, New York. Concentration of the Bond commercials in the early part of the week is presumably due to the advent of the Christmas holiday on Friday.

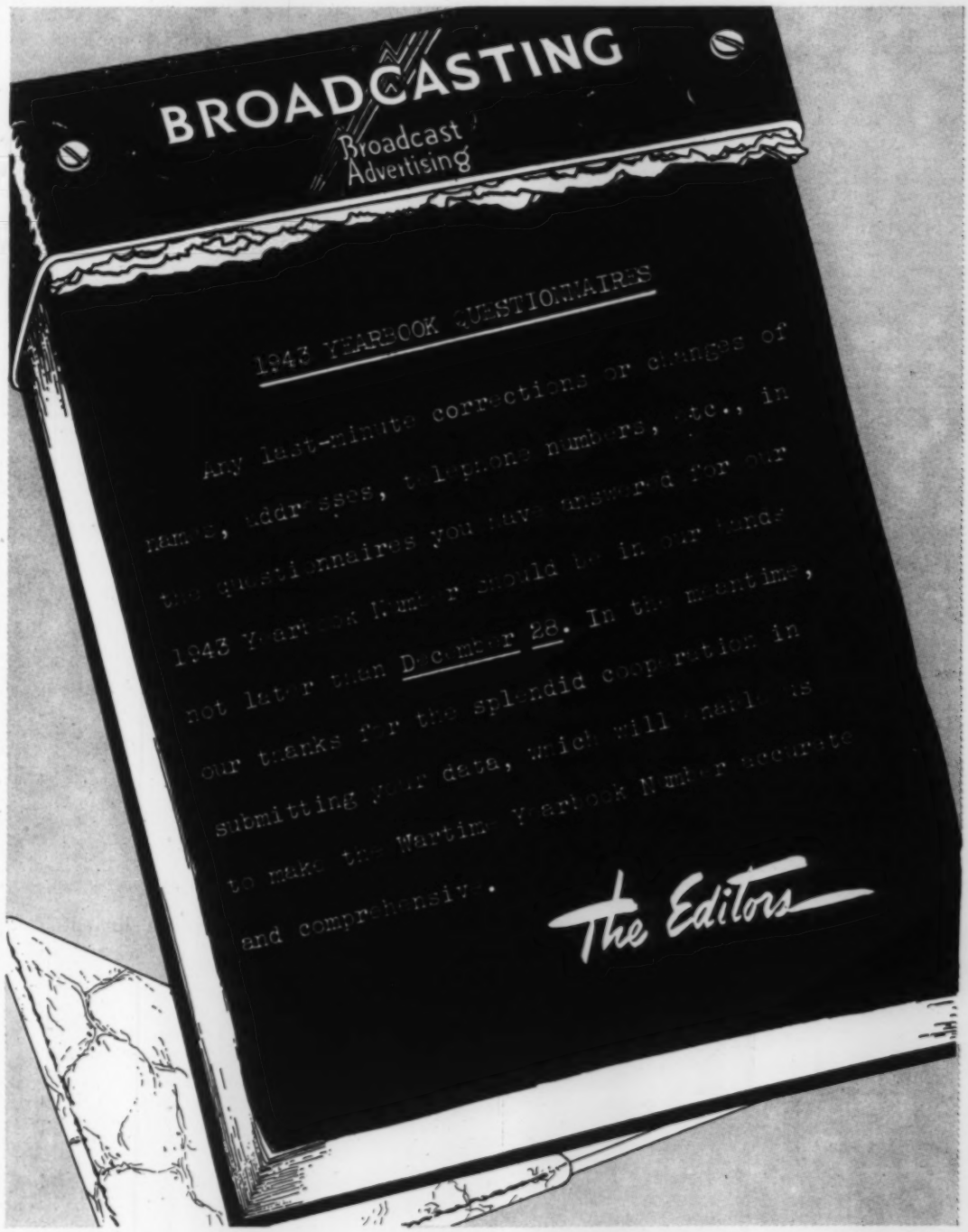
Directors to Meet

GOVERNMENT war programs will be discussed at the regular membership meeting of the Radio Director's Guild, Dec. 14 at the organizations headquarters in the Hotel Berkshire, New York. Election of new members will take place at this time. A council meeting will precede the membership gathering.

Bailey Joins Pearson

W. K. (Bill) BAILEY, formerly Chicago manager of Spot Sales, radio representatives, has joined the Chicago office of John E. Pearson Co. Mr. Bailey was at one time account executive of Schwimmer & Scott, Chicago, and also served as commercial manager of WCAR, Pontiac. Peterson Kurtzer, who was formerly manager of the Chicago office of Spot Sales, will resume that position Jan. 1, following an honorable discharge from the Navy because of eye trouble.

RAYMOND EDWARD JOHNSON, radio actor on BLUE programs, has been given the leading role in "The Patriots", new Sidney Kingsley play which will start rehearsal next week.



WANTED

ANNOUNCERS & M. C's

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WMAL

Key Station
BLUE NETWORK
WASHINGTON, D. C.

WOOD STARTS 5 kw. IN GRAND RAPIDS

NINE neighboring cities sent their mayors and city managers to join the celebration of George W. Trendle and H. Allen Campbell of the King-Trendle Broadcasting Corp., owners of WOOD, Grand Rapids, and Stanley W. Barnette, manager, upon the occasion of the station's increase in power from 500 to 5,000 watts. More than 200 persons assembled in the ballroom of the Pantlind Hotel for the inaugural broadcast last week.

Coincident with the power increase, the new four-building layout of WOOD, including the fireproof transmitting plant headquarters, was opened. The new equipment includes a control system which can be pre-set so that the station may be put on the air by touch of a button. Among the equipment features installed in the main plant is a system whereby the building is heated in winter, and cooled in summer, by the station's tubes. Emergency cooking and sleeping facilities are also provided.

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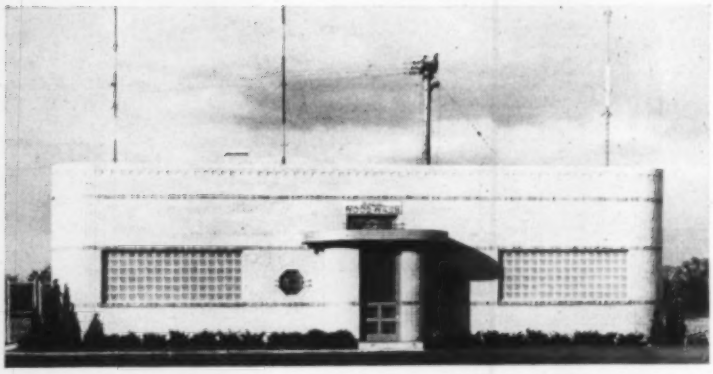

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BEAUMONT

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AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND

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KMPC

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

Club' Heads List in Louisville Poll

OST popular program among aders of the *Louisville Times* and *Courier-Journal* is the BLUE *eakfast Club*, according to the nual poll of the newspapers. The lub was far ahead of its nearest ompetitior, *Radio Theatre*, accord- g to Joe Creason, *Courier-Jour- l* radio editor.

Favorite serial was *One Man's amily* and Bob Hope led the list comedians. Bing Crosby had early five times as many votes as ennis Day, his nearest competitor mong male popular singers. Re- lts of the poll follow:

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Most Popular Serial—One Man's Family, s Can Be Beautiful, Helen Trent, Vic Jade.

Most Popular Orchestra—Kay Kyser, ed Waring, Guy Lombardo, Horace eidt.

Most Popular Comedian—Bob Hope, Jack enny, Bob Burns, Red Skelton.

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Most Popular Announcer—Ted Collins, ellow Wilcox, Dick Fisher, Milton J. ross.

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Award to U. S. Disc

ST GOVERNMENT show to ceive the award, "Production of Month", is the program, *Food s Weapon*, Agricultural Market- Administration dramette. Writ- by Millard C. Faught and pro- ced by Dorothy Vanston, the rter-hour program has been re- ded by Brinckerhoff Studios, w York, and is offered to sta- ns by the AMA.

NNETH W. MacGREGOR, chief roduction of WGN, Chicago, is a ntributor to *Richard's Topical En- clopedia* with an article "The Ro- nce Behind a Broadcast". The new ion of the juvenile encyclopedia, lished by Richards Inc., Chicago, l appear early next year.

Bing Crosby Is Named Top Personality In Cleveland Plain Dealer Radio Poll

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Complete results of the poll follow:

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Comedians—Bob Hope, Red Skelton, Fibber McGee, Edgar Bergen, Fred Allen, Ed (Archie) Gardner, Jack Benny, Mr. Whimple, Abbott-Costello, Great Gildersleeve, Herb Shriner.

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Feminine Vocalists—Vivian della Chiesa, Kate Smith, Dinah Shore, Gladys Swarthout, Margaret Speaks, Lucille Manners.

Male Vocalists—Bing Crosby, Richard Crooks, Frank Parker, Frank Munn, Nelson Eddy, John Charles Thomas.

Symphonic Groups—New York Philharmonic, NBC Orchestra, Philadelphia Orchestra, Cleveland Orchestra.

Middle Music—Andre Kostelanetz, Family Hour, Crooks-Wallenstein, Manners-Black, Percy Faith Ensemble.

Dance Bands—Guy Lombardo, Kay Kyser, Sammy Kaye, Xavier Cugat, Tommy Dorsey, Glenn Miller (now in service).

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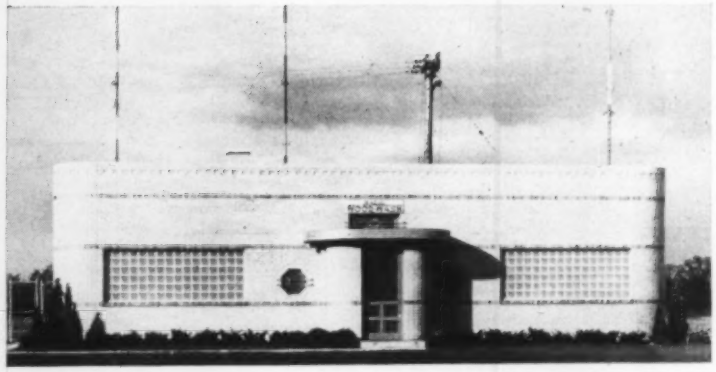

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Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 5 TO DECEMBER 11 INCLUSIVE

Decisions . . .

DECEMBER 8

New, Worcester Telegram Publishing Co., Worcester, Mass.—Set for hearing application for CP for new FM station on 46100 kc., with service area of 10,000 square miles.

W6XYZ, Los Angeles—Granted modification of CP to change type of aural and visual transmitters, change aural emission, power rating, antenna system and extend completion date to March 15, 1943.

W9XER, Kansas City—Set for hearing application for CP to install new transmitter and increase power to 3 kw.

KBTM, Jonesboro, Ark.—Approved power of attorney for affairs of J. P. Beard, owner and licensee of KBIM, to be handled by his wife, Veda Beard, during his service in armed forces.

DECEMBER 9

WIBA, Madison, Wis.—Granted petition to intervene in hearing of WISH, Indianapolis, Ind., for CP for 1310 kc., 5 kw; unlimited; DA-night.

WMBD, Peoria, Ill.—Postponed one week action on petition for leave to intervene in hearing on license modification of WQBC, Vicksburg, Miss.

WALB, Albany, Ga.—Denied petition for consolidated hearing to be held in Albany instead of Washington, but granted right to present depositions of witnesses unable to attend (See Tentative Calendar).

WORK, York, Pa.—Granted continuance of hearing on modification of CP to Jan. 22, 1943.

W55NY, New York—Granted continuance of hearing to Jan. 28, 1943, on application for modification of CP.

KFAC, Los Angeles—Granted postponement of hearing on CP to Jan. 26, 1943.

Applications. . .

DECEMBER 7

KTRH, Houston, Tex.—License to cover CP for frequency change, power increase, movement of transmtiter (740 kc.)

KXYZ, Houston, Tex.—Same (1320 kc.)

DECEMBER 8

W57PH, Philadelphia—License to cover CP authorizing new high frequency broadcast station, in part.

WSBT, South Bend, Ind.—License to use present licensed main transmitter as auxiliary transmitter (960 kc.)

NEW, Balaban & Katz Corp., Chicago—CP for new experimental television broadcast station using facilities of commercial television station WBKB. Frequency: Channel No. 2, 60,000-66,000 kc.; power: aural 2 kw; visual 4 kw. Emission A5, special for FM for aural.

KGER, Long Beach, Cal.—License to cover CP for new equipment, increased power. DA-night, and move of transmitter (1390 kc.)

KHSL Chico, Cal.—Modification of CP, as modified, authorizing DA-day & night, power increase, and extension completion date to Jan. 16, 1943.

DECEMBER 11

KTRB, Modesto, Cal.—Modification of license to move main studio locally.

Tentative Calendar . . .

KOBH, Rapid City, S. D.—CP for 610 kc., 5 kw., unlimited; DA-night & day. (Dec. 15).

WALB, Albany, Ga. — (Consolidated hearing): Renewal of license, 1590 kc., 1 kw., DA-night; unlimited. Voluntary assignment of license, Herald Publishing Co. to Albany Herald Broadcasting Co.; CP for 1550 kc., 1 kw., DA-night; unlimited. (Dec. 15).

NEW, Nashville Broadcasting Co.; Tennessee Radio Corp, Nashville—(Further consolidated hearing) CP for 1240 kc., 250 w; unlimited, on facilities of WXIX when vacated (Feb. 15, 1943).

WORK, York, Pa.—Modification of CP for 1350 kc., 1 kw; DA-night, unlimited (Jan. 22, 1943).

WHKC, Columbus, O.—CP for 610 kc., 1 kw.; DA-night; unlimited. (Dec. 16).

KFAC, Los Angeles—Petition to reconsider pending application for CP for 1330 kc., 5 kw; unlimited; DA-night (Dec. 17).

WCSH, Portland, Me.—CP for 970 kc., 5 kw; unlimited; DA-night and day (Dec. 18).

WRDO, Augusta, Me.—Petition to reconsider pending application for CP for 1400 kc., 250 w; unlimited (Dec. 18).

NBC Doubles War Time

NBC's total amount of time devoted to the war effort during the first 15 days of October is approximately double the time allotted to this purpose in the entire month of January, 1942. The October figure, 45 hours and 25 minutes, is also an increase of six hours and two minutes over the preceding two-week period.

CFPR Changeover

CFPR, Prince Rupert, B. C., recently leased by the Canadian Broadcasting Corp. to give better radio service to Canadian and American fighting men in the northern British Columbia area, is now in the changeover status. Dick Halhed and James Gilmore, of CBC Vancouver offices, will become program director and chief engineer of CFPR, respectively. Both are equipped to exchange posts with the other in case of emergency. Before joining the CBC, Halhed was with CKLN, Nelson, B C.; CKOV, Kelowna, B. C.; and CFCT, Victoria, B. C. James Gilmore came to the CBC from CJOR, Vancouver.

FCC Names Cohn

MARCUS COHN, who joined the FCC in August, 1940, has been named new chief of the inquiry section of the War Problems Division to replace Seymour Kreiger, now in the Army. Mr. Cohn formally took over his new duties last Monday but he will continue representing the Commission in the hearings being held in connection with the license of WBAX, Wilkes-Barre.

Motor Ruling

PURCHASER of electric motors must show that the horsepower of the motor he is applying for is no greater than required to do the job, the WPB ruled last week. Conservation Order L-221 prohibits the delivery or acceptance of motors unless they comply with certain standard specifications and are of the simplest design.

Tells of African Assault

JOHN LELAND CROSBY Jr., former BLUE page boy, gave an account of his participation in the North African invasion as an ensign in the U. S. Navy, on a recent broadcast of the BLUE's *Men of the Land, Sea & Air*. Crosby was in charge of a group of assault boats launched from his transport at Fedala, French Morocco.

DR. SIGMUND SPAETH, musical commentator of WQXR, New York, had a "coming of age" party Sunday, Dec. 13, in celebration of his 21 years of continuous radio performing. WQXR threw the party, to which several radio veterans, now celebrities, were invited.

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Every page in *Broadcasting* could be filled with more astounding facts concerning employment opportunities for trained radiomen . . . but this is not news to the majority of you who are now in broadcasting. It may be evident in your own locality. The important thing is . . . *what are you going to do to obtain the greatest benefit from the present opportunities?*

If you have a commonplace job—a temporary job. If you have the ambition to hold a position of greater responsibility with higher pay . . . then enrolling for, and completing a CREI home study course in Practical Radio Engineering is the most important thing you can do toward accomplishing your ambition at this most opportune time.

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CREI STUDENTS AND GRADUATES, ATTENTION!

The CREI Placement Bureau is flooded with requests for CREI trained radiomen. Employers in all branches of radio want trained men. Your government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity. *If you are or will be in need of re-employment* write your CREI Placement Bureau at once.

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Network Accounts

All time Eastern Wartime unless

New Business

ASSOCIATED DENTAL Supply Co., Francisco (Painless Parker toothpaste), on Dec. 1 started for weeks Boake Carter, news analyst, 9 Don Lee Pacific Coast stations (KFRC KGB KFRE KALE KDB KMO KOL), Tues., Thurs., 9-9:15 (PWT). Agency: McCann-Erickson, Francisco.

KELLOGG Co., Battle Creek, Mich. eal), on Jan. 4 starts for 3 *Superman*, on 33 Don Lee Pacific Mon. thru Fri., 5:15-5:30 p.m. (P Agency: Kenyon & Eckhardt, N. Y.

STANDARD OIL Co. of California, Francisco, on Dec. 25 only sponsors mas program on NBC, Fri., 12:15-1 Agency: BBDO, San Francisco.

Renewal Accounts

PHARMACO INC., New York (Fe mint), on Dec. 25 renews for 13 *Double or Nothing* on 207 MBS sta Fri., 9:30-10 p.m. Agency: Wm. Co., N. Y.

AMERICAN CHICLE Co., L. I. (Dentyne Chewing Gum), on Dec. news Bill Henry, news commentator, NBC Pacific Coast stations (KPO KFI KGW KOMO KHQ), Wed., and Fri., 5:45-6 p.m. Agency: Browning & Hersey, N. Y.

CONTI PRODUCTS Corp., New (soap and shampoo), on Dec. 6 *Background for News* on 9 MBS sta Sun., 10:45-11 a.m. Agency: Castleman and Pierce, N. Y.

WILLIAM WRIGLEY JR. Co., (institutional), on December 31 renewed *The First Line* on 125 CBS tions Thurs., 10-10:30 p.m. Arthur Meyerhoff & Co., Chicago.

Network Changes

LIGGETT & MYERS Tobacco Co., York (Chesterfield cigarettes), on shifted *Harry James & His Music* on 117 CBS stations, Tues., Wed., 7:15-7:30 p.m. (EWT), (West Coast peat, 8:15-8:30 p.m. (PWT)) from York to Hollywood for 4 weeks or Agency: Biow Co., New York.

ANDREW JERGENS Co., Cinc (Woodbury Face Cream, Powder), on 30 replaces *The Adventures of the Man*, on 79 NBC stations, Wed., p.m., with *Mr. and Mrs. North*, adding NBC stations, making a total of 126 stations, Wed., 8-8:30 p.m. (Pre-e Tues., 9 p.m. PWT). Agency: Lenn Mitchell, N. Y.

UNION OIL Co., Los Angeles, on 6 adds 4 stations (KWG KFBK KOH), to *Point Sublime* on 11 NBC cific Coast stations, Wed., 9-9:30 (PWT). Agency: Lord & Thomas, Los geles.

Price Debates on Blue

OVER 247 colleges and univer ties have registered for the se series of National Intercolleg Radio Prize Debates held u the auspices of the American E nomic Foundation in cooperat with the BLUE. Subject is "Sho American Youth Support the establishment After the War Competitive Enterprise as Dominant Economic Syste Eight qualifying radio debates selected cities precede the fi which will be debated Sund April 18, at the *Wake Up, Am ca* period, 3:15-4 p.m., WJZ, N York. First prize is a $1,000 Bond and $250 cash; second, a War Bond and $125 cash.

DON DUNPHY, Mutual sportscas will cover the annual New Year's Cotton Bowl football game, broadcast on Mutual under spo ship of Gillette Safety Razor Co Boston. Agency, Maxon Inc.

Labor Priority Ratings Are Listed in Canada

IN THE FIRST published list of priority ratings of labor under the Canadian National Selective Service, operational staffs of radio stations obtained a "high B priority" along with workers in electric light and power, telegraph, cable and telephone companies, reports the *Ottawa Journal*. Newspaper printing and publishing under the list published in the *Ottawa Journal* is a "low C priority" for manpower. The National Selective Service has been grading jobs as a preliminary move to channelling all man and womanpower in the Dominion. Top priority is A, high priority is B, low priority is C, and no priority is D. "The priority yardstick so far has been used only in the voluntary transfer of labor from dispensable civilian jobs to essential occupations," says the *Journal*. "This grading of essential jobs likely will be used to a greater degree in operation of the compulsory military service draft. It has been used to some extent as a guide in granting deferments."

Kibling's Remotes

CHARLES KIBLING, one-time engineer of WOR, New York, who handled remote dance broadcasts before entering the Army Signal Corps, is still doing remotes, but now they are a little further away. When Mutual's correspondent Jack Thompson went on the air from Algiers, the master control room at WOR recognized Kibling's familiar voice, though he didn't identify himself by name.

TOWERS FOR SALE

Three Truscon, welded, self-supporting, insulated radio towers. Two are 194 feet high; one is 172 feet high. Towers standing. Midwest city.

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Help Wanted

...ent Local—Wants program director, ...n or woman, who is sober, and de...endable. Must be able to take full ...arge of all programs, write new shows, ...d all commercial copy. Musical ability ...n organist, pianist or instrumentalist, ...d announcing experience helpful but ...t necessary. Salary $50.00 per week. ...ve availability date and full partic...rs in first letter. Box 108, BROAD...STING.

...n You Do Personality Mail-pull Pro...rams?—Are you good at musical clock ...pe programs? If so, there may be a ...ce for you on the staff of a progres...ve 5,000 watt western network station. ...d qualifications, draft status, age, and ...ary requirements to Box 109, BROAD...STING.

...EDIATE OPENINGS — Announcers ...d licensed technicians. State details ...d requirements. WFPG, Atlantic City, ...J.

...Experienced Copy Writer—A man ...sible of announcing and who can ...te forceful copy. A new station in ...estern Pennsylvania. Salary commen...rate with ability. Box 110, BROAD...STING.

...ination Announcer-Operator Wanted ...Excellent announcer with first class ...erator's license. Must be qualified ...ewscaster. Submit transcription of ...ewscast and commercials with appli...tion. KSEI, Pocatello, Idaho.

...ted—Studio or transmitter engineer. ...WIO, Dayton, Ohio.

...t or Second-class operator—Man or ...man. Experience unnecessary. Apply ...t 118, BROADCASTING.

...t or Second Class Operator—Per...anent position for draft-exempt sober ...n or woman. State experience and ...ferences. Radio Station KLO, Ogden, ...ah.

...ouncer—Good salary for 4-F or man ...th dependents capable of assuming re...sibility. Network station. Good liv... conditions. Permanent. WHDL, ...an, New York.

...ner-Announcer — Any class ticket. ...rty-five dollars week start. Good an...ncing essential, engineering secon... Give experience, draft status, photo. ...man acceptable. KFFA, Helena, Ar...nsas.

...ouncer—Wanted at once by an old ...blished 5 KW network station. The ...n selected must be thoroughly experi...ed and have unquestionable back...und. This job is permanent—not just ...ation. Prefer man from Michigan. ...h, Illinois, Pennsylvania or Indiana. ...e Box 121, BROADCASTING.

Help Wanted (Cont'd)

Two More First or Second Class Operators—For Alaska broadcasting stations, working in close cooperation with War department and Office War Information. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Situations Wanted

First Class License—Three years' experience as chief engineer. Please give full details. Box 111, BROADCASTING.

ENGINEER—28, married. 3A. First phone, second telegraph. Ten year background. Available now. Permanent. Box 112, BROADCASTING.

Experienced Newscaster—Seeks change. Highest character references. Available January. Box 113, BROADCASTING.

Commercial Manager—Desires connection with good big station or manager of good small station. Successful in present position with outstanding station. University graduate. Age thirty-five. Family. Box 114, BROADCASTING.

Announcer—4F, College graduate. Sports, news. Available in February. Box 115, BROADCASTING.

Operator—First class. Available January. No combinations. Box 119, BROADCASTING.

PROGRAM DIRECTOR-TOP CONTINUITY WRITER—Production man, with good commercial ideas. Know music, sports, news. Can handle mike. Now employed 50 KW station. Draft exempt. Box 123, BROADCASTING.

ALERT YOUNG LADY—Secretarial and other diversified experience. Familiar advertising and radio production. Box 122, BROADCASTING.

Wanted to Buy

One complete broadcast remote-control equipment. Box 116, BROADCASTING.

Hammond Organ—In good condition. WJTN, Jamestown, New York.

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Station KLO, Ogden, Utah.

For Sale

1 Presto Y2 Portable Recording Unit—With Y2 Presto Amplifier complete and good as new. Latest type Presto cutting head included. Roland Jones, McPherson, Kansas.

TUBES—Five 212E, one 849, one 204A, four 852, four 242C, three 837, four 249B, all in exceptionally good condition. Box 117, BROADCASTING.

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IBEW Plans to Adopt Policy To Cover Women Technicians

Local Units to Be Encouraged to Hire Female Operators; Matter Before Executive Council

ISSUANCE of a statement of policy urging local units of the International Brotherhood of Electrical Workers (AFL) to take in women technicians for the duration of the manpower crisis is now under consideration at International headquarters in Washington, it was learned last week, and a preliminary draft has already been prepared for consideration of the union's Executive Council.

The statement, the first opinion on women as broadcast engineers ever issued by the union, was drawn after several locals had expressed fear that they would be unable to meet contract obligations. Organizational technicalities of the IBEW up to now have prevented any substantial number of women from obtaining membership.

Proposed Requirements

Officials of the International Union said the statement would be accompanied by a "memorandum of understanding" which each woman working in a union station would have to sign. Among other things, the memorandum will probably provide that she join the union, receive regular union pay scale, and that the employer release her within six months after the war. Approximately 300 stations would be affected.

Approval of the statement of policy had been expected at an Executive Council meeting Dec. 1, BROADCASTING learned, but minor disagreements on provisions of the memorandum interfered. Some locals still report opposition to employment of women, an IBEW official said, most of it based on fear that their training will "threaten the economic security of men after the war."

In some instances, the same IBEW sources pointed out, Union people, both in the locals and in Washington, have slowed adoption of the statement in hope that other measures, involving less serious IBEW internal adjustments, might be found. A suggestion heard this week proposed an intensive recruiting campaign to train men over 38 as broadcast technicians.

Proponents of this plan contend that after Feb. 1 large numbers of electric workers and radio servicemen now engaged in construction work for defense will be released, as expansion of the nation's industrial power will then be in its final stages. These men, many of them already IBEW members, might be "converted" to broadcast work, they say.

Majority of IBEW officials favor a "temporary arrangement" for women to work as studio engineers, BROADCASTING was told. It is generally believed that stations will be able to get deferments for a skeleton staff of transmitter engineers, it was said. With these trained men for mechanical emergencies, it will probably be possible for at least the smaller stations to get along with the remainder of the staff of women and lesser skilled trainees, it was explained.

The IBEW is fully aware of the seriousness of the manpower problem, it was added, and will take definite action to prevent an emergency. The Union told of a station with a seven-man technical staff. Membership cards showed that six were within draft age, and one had already gone into service.

According to the present draft of the memorandum providing for employment of women, the station and the union recognize that "the impact of war upon the radio broadcasting industry may make it necessary to develop and utilize the temporary services of female employes."

The employer agrees to seek help from the union before employing any women, and the union concedes that when such help is not available, the employer shall be free to hire qualified women. These women are limited to duties as studio control operators, however, and are not to be used for studio maintenance, field, master control room, or transmitter operations. The total number of women shall not exceed 50% of the staff of a prearranged date, it is proposed.

Women are to be employed on a probationary basis for 90 days at a stated wage. Within a week of their being employed, they are to apply for membership in the union, and the union agrees to act on these applications within the 90 days, according to the plan. If she is rejected or expelled from the union, her employment shall end. If she remains after the probationary period, she is to receive "not less than the minimum scale of wages or rates of pay prescribed for technicians."

"No female technicians shall be retained in the employ of the employer for more than six (6) months after the cessation of hostilities between the United States of America and the Axis Powers," the agreement in its present form says. "The employer shall inform all female technicians of this particular provision at the time they are employed for their probationary employment period." It concludes with a statement that nothing contained therein shall conflict or abrogate provisions of current working agreements.

Principle point holding up the agreement, it is understood, is disagreement over the amount women shall pay the union. Some officials believe they should not be expected to pay the full initiation fee for their limited employment service and should be free from paying certain other union monthly fees.

Most of these questions involve technicalities of the IBEW national constitution, which officials explain include "delicate matters of policy" which must be worked out by unanimous agreement among the IBEW Council members.

Convention by Air

FOR THE second time, a national meeting of school teachers unable to hold conventions because of wartime travel restrictions, will meet via NBC broadcasts, Dec. 14 when the Educational Policies Commission of the National Education Assn., presents a half-hour broadcast on the full network. Program will be followed by discussions among listening groups assembled throughout the country. Reports of the first teachers' meeting by air, heard over NBC this fall, indicated an attendance of 81,000 at such meetings. The NEA will broadcast a third radio meeting in cooperation with NBC.

Drawn for BROADCASTING by Sid Hix

". . . and We're Getting an Enthusiastic Reception as We Open Our 'Welcome WAACs' Series!"

Charge of Raiding Denied by IBEW

Union Says It Has Not Placed Obstacles to Hinder WGRC

OFFICIALS of the International Brotherhood of Electrical Workers last week denied charges of S. [illegible] Cisler, general manager of WGRC Louisville, that the Louisville local of the union "raided" WGRC and imposed other obstacles on the supply of trained technicians at the station.

In a letter to the Louisville local Mr. Cisler had protested union methods which, he charged, discriminates against smaller stations. He also had complained that the union "imposed obstacles in the training of women". The Cisler letter criticized union rulings requiring two men in some jobs "where one could do the work" [BROADCASTING, Dec. 7].

Denies 'Raiding'

Guy Horne, president of IBEW Local 1286, Louisville, defended the union's relationship with WHAS, declaring "it is our opinion that both WHAS and the union have the normal intelligence to meet whatever conditions may arise." He denied there had been any "raiding" of WGRC technicians, asserting that a WGRC technician was within his rights in applying for work at WHAS.

Mr. Horne's letter said the union felt no obligation to meet with Mr. Cisler to work out relief for his problems since "we have no agreement with you even though we have been trying since June to negotiate one."

Lawson Wemberly, international representative of the IBEW, said in Washington that the agreement with WGRC lapsed and had not been renewed. He said WHAS had gone on a 24-hour schedule at the request of the Army and that two men were required at some WHAS technical posts because of the equipment to be handled.

WMOB to Join Blue

WMOB, Mobile, Ala., on Jan. 1943, will join the BLUE as a member of the Southcentral group, making a total of 146 affiliates of the network. Owned by S. B. Quigley, WMOB operates on 250 watts, 1230 kc., with network evening hour rate of $100. Making the 145th BLUE affiliate, WFIG Sumter, S. C., has already become a bonus outlet of the BLUE Southeastern group. It operates on 250 watts, 1340 kc.

New MBS Outlets

TWO ALABAMA stations to become affiliated with Mutual Nov. 23 are WBHP, Huntsville, and WLAY, Muscle Shoals, both full time. Owned and operated by Walton Harvey Pollard, WBHP operates on 1230 kc., with 100 watts. WLAY is owned and operated by the Muscle Shoals Broadcasting Corp., on 1450 kc., with 250 watts.

FRANK SMOTHERS — Germany
MARTIN AGRONSKY — Japan, Turkey, Europe
DR. HERMANE TAVARES DE SA — South America
DR. RICHARD STRUNA — Czechoslovakia
FRANCES LONG — Far East
HAL P. MILLS — Far East

WHAT DO YOU KNOW ABOUT THE PEOPLE OF

Tunisia, New Guinea, India

As Pearl Harbor flamed into total war, news dispatches of the conflict were flooded with names of strange places known only to most people in legend and story. Almost immediately the need became apparent for fuller understanding, greater knowledge of the countrymen our soldiers would meet in waging global war. The significance of news happenings would be clearer, we felt, if our listeners understood the political background, the mingled race heritages, the conflicting national aims of countries on whose soil war would be fought.

Accordingly, nine months ago, we inaugurated the World Front Guest Observer series. This series has brought to the microphone nearly a score of people who are peculiarly fitted by reason of profession or nationality to give authentic background information on the nations which have become a part of the theatre of war. They have given revealing accounts of its political, social and economic aspects in Europe, the Far East, Russia, Burma, Czechoslovakia, Holland, North Africa and many other countries.

World Front Guest Observers augment what is perhaps the most comprehensive independent station news coverage in radio. WLW is served by all of the major American news services—AP, WIDE WORLD, INS, and UP—plus the dispatches of Reuters, famous European agency. No expense has been spared to assemble an able staff of news writers, reporters and commentators who rewrite and present the news in radio style to fit the listening requirements of the Middle Western audience.

New names are being added continuously to the list of distinguished men and women who have appeared as guests on the "World Front Observer" series . . . WLW welcomes your suggested names of new arrivals from war fronts, who in your opinion might contribute to the interest of this series.

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